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Vol. 16 No. 7 January, 1974

Transit-Times

First Dial-a-Ride Bus Introduced in Richmond

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY
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UNIVERSITY OF CALIF

Our 'Stockholders' Write

I would like to express my appreciation for the program of Christmas music put on by your employees in the East Bay Terminal. More than the immediate external effects such a program produces, it would seem to reflect the internal spirit of the entire bus system, a sort of fitting culmination at the year's end to the many courtesies extended by your employees to the not-always-easy-to-please public.

To single out any particular employee for outstanding courtesy would be difficult. I would like to thank everyone in AC Transit for the courteous service they have rendered during the past year. Included besides the drivers, supervisors and ticket sellers who are the ones we normally see, are the behind-the-scenes personnel who contribute substantially to making such an efficient transportation system possible. AC Transit has to be the best transportation system in the country!

John J. Carr
SS Hawaiian Enterprise
Enroute Honolulu

* * *

We have recently had the pleasure of having two of your drivers, *Mr. Lawrence H. Abrahamson* and *Mr. Gerhard Klamp*, as our drivers on field trips. They did such an outstanding job that I felt you should know.

Both men were not only courteous and helpful, but always willing to help in any way they could. *Mr. Klamp* noticed some of the children getting restless and helped direct their energies into making people and animals from rocks and shells. Both men helped the children identify and find the sea animals.

It is a very secure feeling to know that when you take a group of children on a trip that they will be well taken care of as they are in the hands of such capable men.

Patricia Corcoran
6th Grade Teacher
Marshall School
Oakland

* * *

I am a student of Bishop O'Dowd High School. I, like many others, ride from school every day, and I can tell you that the amount of students riding the buses far exceeds the amount of seats available.

To remedy this situation I propose a third bus be put into service on the after school route.

Christopher Duffey
Oakland

(A third bus has been added to handle the overload situation.—Ed.)

* * *

Your service is great. Your drivers are still the most friendly and helpful, your fares the most reasonable.

I need AC more than ever since I recently totalled my car. Down with smog: long live AC.

John Maybury
Albany

* * *

At 6:30 a.m. it is great to see the T bus on time at 11th and Broadway. *Mr. James N. Berchem* is always there. AC Transit should have more drivers like him. He is leaving the T run and we all feel badly and we will miss him.

Mrs. Jean Margot
Alameda

Enthusiastic Richmond crowd gives Dial-a-Ride bus hearty reception

The sounds of "Tijuana Taxi" drifted across the lawn to the Richmond City Hall Jan. 10 as AC Transit unveiled its prototype small bus for the first "Dial-a-Ride" project in Northern California.

The music by the Tijuana Brass, which is activated by a driver-controlled switch, announced the bus, just as it will when coaches pull up in front of Richmond residences to provide door-to-door service.

Civic and business officials, along with the public were on hand to welcome the 29-foot bus at its debut.

They found the bus "fantastic" and "cute." Particularly admired was the ability of the bus to make "tight, little turns," appropriate for the type of operation required for door-to-door transit.

Under the project, given the green light by the AC Transit Board of Directors, residents of a 4.9 square mile area in the center of Richmond will be able to pick up a phone and call for a bus at their door to take them to a destination in the Dial-a-Ride zone.

The Dial-a-Ride buses will connect with the BART/Richmond station and with major AC Transit bus lines.

Service is expected to get underway this summer.

The buses generally will operate in an area bounded by the Richmond-San Pablo city line, Highway 80, Cutting Blvd., and the Atchison, Topeka and Santa Fe rail right-of-way.

The experimental project involves some 44,000 residents in Richmond. It is estimated 460,000 passengers will be carried during the first year, with a net operating deficit of $677,000. An estimated 700,000 passengers will be carried the second year.

To develop a bus, maintenance department workers cut down a 45-passenger, 35-foot coach to a 29 fot bus. Another 12 buses, with seating for 18 people will be similarly tailored under a $125,482 federal grant.

THE COVER—A merry mood greeted the Dial-a-Ride bus when it was displayed to residents and visitors in Richmond. Coffee and donuts served under a portable awning helped keep things happy.

The small bus has an elegance new to the industry. Both floor and ceiling of the interior are carpeted to reduce engine noise levels.

Mahogany styled paneling was used on compartment walls. Fabric-covered bucket seats along the sides of the bus are a spacious 21 inches wide, with lounge seats across the back of the bus 22 inches wide.

A parcel rack for shoppers has been located near the door.

A special exterior paint scheme in green, white and persimmon gives the bus an individual appearance.

The bus has a spotlight to pick out house numbers and assist people in moving safely at night.

EASY RIDERS—The comfortable interior pleased the first patrons on Dial-a-Ride.

WINTER WONDERLAND—It was children's delight and drivers' despair when January snow unexpectedly arrived in the East Bay hills. A handful of buses were forced to turn back because of slick streets, but most coaches met the challenge like this Line 18 shown at the corner of Carisbrook Dr. and Skyline Blvd. in Oakland.

Board leaders retain posts For second consecutive year

William J. Bettencourt has been elected to another term as president of the AC Transit board of directors.

Bettencourt, a resident of San Leandro and a veteran director of the transit system, served as board president in 1973. He also served as president in 1961 and 1962, having been first elected to the board in November, 1966.

Wm. J. Bettencourt

Kimi Fujii

Kimi Fujii of Hayward was re-elected to her second term as vice president. Miss Fujii was appointed to the board in April, 1972, to fill out the term of the late E. Guy Warren.

In accepting the post, Bettencourt spoke of AC Transit's high image in the Bay Area and the regard in which the District is held.

"I have great pride in AC Transit," the board president said. "I really serve with great enjoyment. It's an honor I don't take lightly."

Record ridership day

An all-time record for number of riders was established by AC Transit on Monday, Dec. 3.

The single 24-hour count showed 207,327 passengers, 5,361 more riders than the previous high of 201,966 reached April 3, 1970.

The price is right

While other prices continue to rise, the special bargain 10 cent bus fare for senior citizens will stay the same, AC Transit Board of Directors says.

People 65 years and older were originally given the special rate on Jan. 1, 1970. They may ride East Bay lines for 10 cents between 9 a.m. and 4 p.m. and between 7 p.m. and 3 a.m. weekdays, plus all day on weekends and certain holidays.

Riders must have Medicare cards or special AC Transit ID cards.

VIP WINNER—Keith G. Steckly is $25 richer for his suggestion to move transfer cutters out of the way of drivers' knees to avoid injuries. It was the second time Steckly won the Valuable Ideas Program award. He received $140 in June of 1972 for his design of a modified coolant pressure tester. Steckly is the first AC Transit employee to win the VIP award twice.

East Bay residents informed On ways to beat fuel shortage

One solution to fuel problems is appearing on bulletin boards in offices and businesses throughout the East Bay.

A poster, with the message "SAVE GAS. Ride to work on public transportation." is being distributed by AC Transit as part of the effort to encourage people to park their car and ride the bus and BART.

The poster message points out riding AC Transit or BART to work is easy "when you call AC Transit Telephone Information service" for individualized assistance.

The distribution of posters was made with the cooperation of the Oakland Chamber of Commerce, which ran off labels for 2500 members, and the Richmond Chamber of Commerce, which offered information on businesses in West Contra Costa County. Also cooperating are Chambers of Commerce in El Cerrito, Berkeley, Alameda, San Leandro and Hayward.

The poster has also gone up in city and county offices.

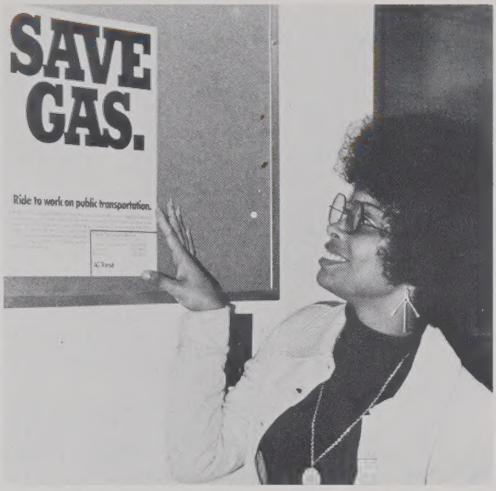
Three transit pensioners Die near the end of 1973

Three AC Transit pensioners died near the end of 1973.

Jimmie Lee, a mechanic for nearly 22 years, died Dec. 30. He was 70. Lee was employed on Feb. 5, 1947, and retired Jan. 1, 1969. He is survived by his wife Arzella, of Oakland.

John E. Read, who worked as a general track foreman and retired in 1961 after 19 years of service, died Dec. 4. He was 78. Read is survived by his son John E. Read, Jr., of Pleasant Hill.

E. G. Collins, who served in public transportation in the Bay Area from Sept. 4, 1918, until May 1, 1955, died Nov. 15. He was 82. Collins is survived by his daughter Muriel, of Oakland.



WORDS TO THE WISE—Posters urging use of public transit are being distributed. Melody Van's response is typical of reception given the project.

UC aids in distribution Of bus riding information

Blue and gold posters blossomed this month around the University of California campus in Berkeley, carrying a message on how to use public transit.

Produced by AC Transit, the cards were posted on all bus stop poles in the campus area.

University officials, mindful of traffic and energy problems, cooperated by putting the posters on campus bulletin boards and kiosks, at eating facilities and parking lots, and in student housing units.

The posters include a map of bus lines serving the campus and each bus stop. Information also indicates what bus to take to reach Albany, Montclair, Piedmont, Oakland, San Francisco, or other parts of Berkeley.

Employees, students, and faculty members are also encouraged to use BART, with a reminder to call AC Transit Information at 653-3535.

Scheduling department gets New and more spacious home

AC Transit's scheduling department found itself in a new home this month as offices were transferred from Division 2 in Emeryville to the general offices in the Latham Square Building, 508 16th St., Oakland.

Scheduling had been headquartered in Emeryville since 1947.

The new facilities represent an expansion of space by about one-third. At Emeryville there was some 2,000 square feet of area. The new offices have 3,100 square feet of space.

There are 20 employees currently working in the scheduling department. The staff has doubled since 1960, when AC Transit took over operations of bus lines.

Telephone numbers for scheduling departments extensions will remain the same as before.

Fall fun tours conclude After successful season

AC Transit's Fall Fun Tours came to a conclusion in December. Twenty different trips were offered on Wednesdays, Saturdays and Sundays.

Ridership on the tours came to 2,306. Buses traveled a total of 9,080 miles during the excursions.

This was the first year Fall Fun Tours were offered.

The expansion of the scheduling department is part of the District's overall program for improving working conditions and upgrading efficiency.

Vigil and Kassis appointed To transportation positions

Two natives of the Rocky Mountain region find themselves in new positions with AC Transit.

Eddie Vigil

Five-year-veteran Eddie M. Vigil, who originally hails from Denver, Colo., has been promoted to working foreman in the Stores Department.

The 40-year-old Vigil, who was hired in 1968, currently lives in Hayward with his wife Mary and their four children.

Richard Kassis

Richard L. Kassis, 28, has been hired as assistant trail attorney. Kassis and his wife Jeanne make their home in Emeryville.

He is a native of Cheyenne, Wyo., and a graduate of the University of California, Berkeley, and McGeorge School of Law in Sacramento.

IN THE CHRISTMAS SPIRIT—When AC Transit held its 1973 "Christmas Party for Commuters" at the Transbay Transit Terminal in San Francisco, commuters on their way home were asked to join in the singing of carols. When Supervisor Gene Gardiner, right, who was master of ceremonies for the show, called for volunteers, he got an enthusiastic response, including this man who declined to identify himself. Hundreds of commuters stopped, to enjoy the show before continuing on their trips.

'Customerized' service scheduled For Hayward mobile home facility

In a continuing effort to tailor transportation to the needs of specific individuals, the Board of Directors has okayed "customerized" service to Spanish Ranch Mobile Home Park in Hayward.

Coaches will roll into the mobile home park at the foot of Tampa St. south of Tennyson Rd. twice a week to take residents on business and shopping trips.

Buses will leave the park at 10 a.m. on Tuesdays and Fridays and travel directly to Southland Shopping Center. Return trips will leave Southland at 1 p.m. Regular fares will be charged.

There are units for approximately 900 people in Spanish Ranch. About 40 percent of residents are retired, and many are without transportation.

A similar successful service for 200 senior citizens in the Palo Vista area of Oakland was initiated a year ago.

County courthouse given Special transit brochures

Alameda County Courthouse workers and visitors are currently receiving a special brochure explaining bus service to the courthouse and connections to BART.

Prepared by AC Transit, with assistance from county staff, 2,500 brochures are being distributed initially.

A SWITCH IN TIME–PBX/Information is now operating with a special Western Electric 608D switchboard which enables telephone requests to be handled faster than before. An operator can take 16 incoming calls at once through the new switchboard. Helping with the installation is K. L. Riley of Western Electric.

Nine veteran employees Join ranks of pensioners

Nine long-time employees of AC Transit are looking forward to a leisurely 1974 in retirement.

Drivers Doyle W. French, 59, Earl J. McCann, 57, Kenneth T. Shinpaugh, 65, Don M. Whittington, 65, and Margaret E. Cooksey, 58, joined other pensioners on Jan. 1.

Retirement for mechanic Glenn M. Eggers, 66, and drivers John L. Fabiano, 59, and John R. Kleier, 62, officially begins Feb. 1.

Driver Ralph P. Livingston, 53, retired Oct. 1, 1973.

McCann, 15099 Edgemoor St., San Leandro, logged 29 years of service behind the wheel. French, 2030 Date St., Concord; Shinpaugh, 921 Chennault Way, Hayward; Whittington, 2300 Auseon Ave., Oakland; and Fabriano, 2018 Dunn Ave., Richmond, have given 28 years of service.

Eggers, 876 Yuba St., Richmond, was employed for 27 years; Kleier, 2045 Alfreda Blvd., Richmond, 23 years; Mrs. Cooksey, 1742 94th Ave., Oakland, 22 years; and Livingston, 9959 Gibralter Rd., Oakland, 20 years.

Combined, they have given more than 233 years of service to public transportation .

NEW EMPLOYEES

AC Transit welcomed these new workers in October, November and December

Henry J. Aguirre
Transportation
Richmond

Albert Avery
Transportation
Emeryville

Larry E. Baugh
Transportation
Seminary

Michael Beard
Transportation
Richmond

Lashun Bell
Transportation
Richmond

Richard Cardoza
Maintenance
Seminary

James R. Cater
Transportation
Emeryville

D. Chamberlain
Transportation
Seminary

Donald Chipman
Transportation
Emeryville

Theresa Claas
Personnel
General Office

Gerald Clark
Transportation
Seminary

Lewis Cotton
Transportation
Seminary

Otto Cross
Transportation
Seminary

Joe Dawson
Maintenance
Richmond

Michael Dibble
Transportation
Emeryville

Wilford Dupree
Transportation
Emeryville

Terry Finley
Transportation
Emeryville

K. Flanagan
Transportation
Emeryville

Reggie French
Maintenance
Richmond

Evelyn Frese
PBX/Information
Emeryville

Ronald Freund
Transportation
Seminary

Mariann Gallegos
PBX/Information
Emeryville

Tyrone Garrison
Transportation
Seminary

Robert Gaylord
Transportation
Seminary

Wilburt Hamilton
Transportation
Seminary

V. Houdyshell
Treasury
General Office

Vorris Hunter
Transportation
Seminary

Daniel Isler
Transportation
Emeryville

Johnnie Jackson
Transportation
Emeryville

Andrew Keel
Transportation
Emeryville

C. Layman
Maintenance
Emeryville

Rosemary Leca
PBX/Information
Emeryville

Lonnie Meredith
Transportation
Seminary

Tom Montoya
Treasury
General Office

James Morgan
Transportation
Seminary

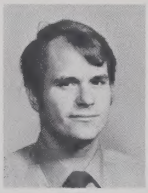
Archibald Morris
Transportation
Emeryville

Kathy Morris
Treasury
General Office

Isaac Neal
Transportation
Richmond

John Palmer
Transportation
Seminary

Larry Patterson
Transportation
Seminary

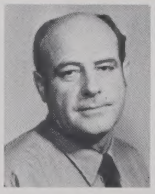


Lewis Pepper
Transportation
Richmond

James Presley
Transportation
Emeryville

Paul Pierce Jr.
Transportation
Emeryville

Horace Ransom
Transportation
Emeryville

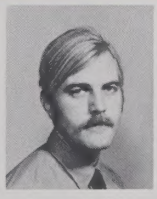


Forrest Rogers
Transportation
Seminary

Alvin Rose
Transportation
Seminary

Sandra Sanchez
Accounting
General Office

Melvin Shivers
Transportation
Emeryville



Steven Smith
Transportation
Emeryville

Daniel Stiles
Transportation
Emeryville

Charles Walker
Transportation
Seminary

John Westland
Transportation
Seminary

Past performers

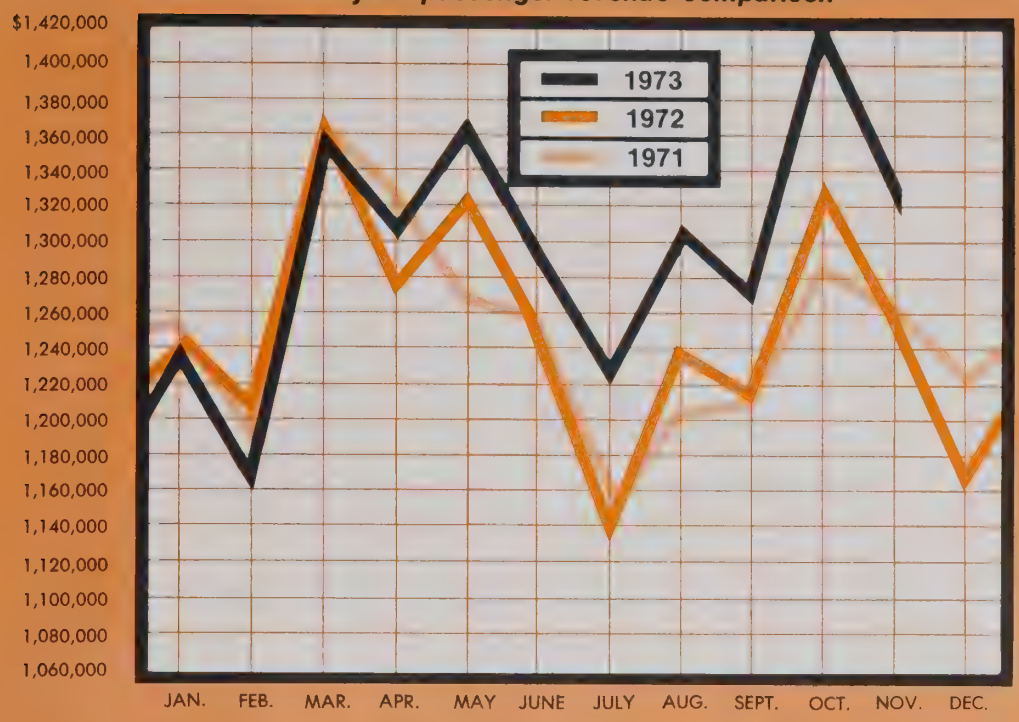
A quarter century ago the last electric street cars ran the rails in the East Bay. The trolleys were phased out at the end of 1948 in favor of gasoline and diesel buses. At their peak, about 400 streetcars clicked along the tracks in the East Bay. To recall those memorable coaches, here are some historical photographs from the collection of Harre W. Demoro of Oakland.

FASHIONS CHANGE—Line 7 loads passengers on the Euclid Ave. side of the University of California at Le Conte Ave., Berkeley. Like the style of dress worn by the passengers, electric street cars were scrapped for things more modern.

"SUBMARINE LINE" – Line 14 got its nickname from tracks sunken beneath level of the pavement. Passengers are boarding at E. 21st St. at 14th Ave., Oakland.

STATIONARY SUBJECT – A Line 12-Grand Ave. pauses in front of the SP Station at the foot of 16th St. in Oakland before continuing on its journey. Note the cars on the right which date the picture about 1947.

UPS AND DOWNS—Line 11, below, ran to Piedmont. Passengers boarded on Linda Ave. between Piedmont Ave. and Oakland Ave. Line 5, right, traveled through downtown Oakland.



Continued ridership increase shown

A continued rise in ridership over the last seven months was reflected again in November.

Total passenger revenue for the month was $1,317,551, *up* $66,996 *or* 5.4 *percent above the* $1,250,555 *collected during November,* 1972. *East Bay revenue was* $654,579, *down* $2,090 *or* 0.3 *percent below last year. However, transbay revenue was* $662,972, *up* $69,086 *or* 11.6 *percent above the* $593,886 *collected a year ago.*

Commute book sales zoomed 14.6 *per cent above last year, up* $39,549 *to* $311,129 *as opposed to the* $271,580 *collected in* 1972 *during November.*

Buses carried 4,459,310 *passengers in November, up* 4.0 *percent or* 172,585 *riders above the* 4,286,725 *carried during the same month of* 1972. *East Bay riders totaled* 3,082,653, *or* 21,962 *more than last year's figure of* 3,060,691, *an increase of* 0.7 *percent. On transbay lines, patronage jumped by* 12.3 *percent with* 1,376,657 *patrons riding, representing an increase of* 150,623 *above the November,* 1972, *figure of* 1,226,034.

Nationally, the transit industry indicated an increase of 0.86 *percent in total passengers carried.*

Operating costs during November were $2,393,057, *up* $324,132 *or* 15.7 *percent above year-ago expenses of* $2,068,925. *The system operated* 2,238,390 *miles of service during November, an increase of* 104,570 *miles or* 4.9 *percent above the* 2,133,820 *miles operated in November,* 1972.

Total income of $2,625,280 *covered operational costs and left a surplus of* $4,183 *after meeting full bond debt requirements.*

Actions of the Board

At an adjourned regular meeting December 26, the Board of Directors:

• Inaugurated weekday commute hour express service between San Francisco and Port of Oakland Industrial Park and special service, on Tuesdays and Fridays, between Spanish Ranch Mobile Home Park in South Hayward and Southland Shopping Center, on motion of Director Berk. (See story, Pg. 7)

• Authorized extension of some trips on Line 51M to provide service to Marriott Inn at Berkeley Marina, on motion of Director Berk.

• Continued service on Line 86 on permanent basis, on motion of Director Berk.

• Rerouted school tripper to James Madison School and added one trip during morning peak hour to Line 57C, on motion of Director Berk.

• Rerouted lines serving BART/San Leandro to bring bus riders closer to station, on motion of Director Berk.

• Returned proposed Affirmative Action Program to Personnel Committee for further study, on motion of Director Copeland.

* * *

At an adjourned regular meeting January 2, the Board of Directors:

• Continued senior citizens fare, on motion of Director Rinehart. (See story, Pg. 4)

• Authorized initiation of Dial-a-Ride, on motion of Director Rinehart. (See story, Pg. 3)

• Approved consultant for Dial-a-Ride, on motion of Director Copeland.

* * *

At a regular meeting January 9, the Board of Directors:

• Re-elected President Bettencourt and Vice-president Fujii to office, on motion of Director McDonnell. (See story, Pg. 4)

• Authorized General Manager to advertise and seek bids for 38 locked-type, non-registering fareboxes, with an option to purchase 60 additional, on motion of Director Copeland.

• Authorized Manager of Claims to attend and participate in ATA Western Conference Workshop, on motion of Director Nakadegawa.

• Authorized General Manager to attend and participate in Executives' Symposium, on motion of Director McDonnell.

Transit-Times

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KIMI FUJII . . . . . Vice President
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RAY RINEHART . . . . . Director at Large
ROY NAKADEGAWA . . . . . Ward I
WILLIAM E. BERK . . . . . Ward II
JOHN McDONNELL . . . . . Ward III

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HAROLD M. DAVIS . . Assistant General Manager for Personnel
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J. DALE GOODMAN . . Transportation Manager
OZRO D. GOULD . . . . . Claims Manager
JOHN A. KRAJCAR . . Purchases and Stores Mgr.
ANTHONY R. LUCCHESI . . Maintenance Manager
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Vol. 16 No. 8 February, 1974

Transit-Times

Record ridership recorded As more people use buses

Our 'Stockholders' Write

As a regular patron of the No. 38, I am wondering why there is no stop for the Ordway Building. Certainly there is enough people traveling to that area to warrant a stop in front of, or opposite the building.

After all, it is the tallest building in town!

M. Edna Campbell
Oakland

(This particular area is heavily congested. AC Transit is awaiting an analysis by the City of Oakland before proceeding with such a stop.—Ed.)

* * *

I ride AC Transit buses almost daily and naturally see many drivers.

There is one bus driver that should be complimented on his courtesy to his passengers. He is a very careful driver and is always pleasant. His name is *A. L. Green.*

It is a pleasure to ride when this gentleman is driving.

Mrs. Steve J. Bacina
San Leandro

* * *

This is just a note to express my pleasure and appreciation in having had the opportunity to ride to San Francisco on a "B" bus operated by your driver, *Elmer Everson.*

As I boarded the bus, I was greeted with a smile and pleasant "good morning," then a courteous "thank you" when I dropped my fare into the box. These same greetings were extended to every passenger who entered on subsequent stops.

E. S. Bjonerud
Piedmont

I took the 12:18 No. 57 bus from Oakland Airport to Lakeside and Grand Avenues in Oakland. This note is to commend the driver, *Paul L. Velasquez.*

He was a very worthy representative of your system.

Alexander B. Aikman
San Francisco

* * *

Mrs. Otha Guiles (PBX/Information) is so nice and patient with me I just wanted you to know you have someone who knows how to talk to people.

Mrs. Floy Davison
Berkeley

* * *

I am writing this letter to complain of treatment I received on Route 7. I saw the bus coming as I approached Hearst and Eucild and ran to catch it. I waved to the driver to let me in, but he just grimly and meanly shook his head at me and drove off.

I have been a regular bus commuter to the university for going on eight years and have never met with such treatment before.

Not to end on a crabby note, let me congratulate AC Transit for nearly always operating Route 7 on schedule. On the whole, I find taking the bus the best possible way to get from home to my office at the university.

Fredric J. Mosher
Kensington

(Operators are instructed to look for and wait for persons running to catch the bus. If this happens again, notify us of bus number, time and date and the driver will be reinstructed.—Ed.)

New buses to be purchased To meet growing ridership

AC Transit has telescoped its long range two-year equipment plans into a single year because of an unprecedented increase in ridership.

The bus system originally projected a need for 42 new buses this year and 78 buses in 1975. However, increased patronage resulted in a decision by the Board of Directors to seek 120 new coaches immediately, bringing the total AC Transit fleet to 933.

Bids on the new buses were opened late this month and were referred to staff for study and recommendation before award of contract.

The expected delivery date of the new buses has been projected before the end of the year.

The new coaches are expected to ease the pressure caused by the increase in patronage.

On a week-to-week comparison with a year ago, overall ridership is up more than 16 percent. Transbay riding to San Francisco is up 21.3 percent and East Bay riding is up 14.1 percent.

Even more startling statistics can be seen when looking at specific services. The shuttle bus operated from BART/MacArthur rail station to San Francisco jumped from 264 patrons on the initial morning run eight months ago to 1,300 currently.

Sunday service to San Francisco is up 43 percent, while Sunday riding on the east side of the Bay is up 34 percent.

Board member Appointments

Directors of AC Transit will serve as chairmen of the same committees for another year so work can continue without interruption, according to William J. Bettencourt of San Leandro, president of the board.

Reappointments, announced by Bettencourt, are:

John L. McDonnell, Oakland, representing Ward III, chairman Advertising and Public Relations Committee.

Ray Rinehart, Oakland, director at large, chairman Finance Committee.

Roy Nakadegawa, Berkeley, representing Ward I, chairman Legislative and Land Committee.

Col. Robert M. Copeland, Kensington, director at large, chairman Personnel Committee.

William E. Berk, Richmond, representing Ward II, chairman Project Development Committee.

Bettencourt and Miss Kimi Fujii of Hayward, vice president, are ex officio members of all committees.

THE COVER—One of the busiest spots in the public transit picture is at BART/Hayward, where 3000 riders board AC Transit buses each day.

'Pony Express' For racing fans

The "Pony Express" is back.

Not the cross country mail service which operated a century ago, but AC Transit's special bus service to Golden Gate Fields in Albany.

Racing got underway for the spring meeting Feb. 8, and fans traveled to the oval track on Line 94, which starts at Center St. and West Shattuck Ave., Berkeley, with a pick-up at the BART/North Berkeley station and direct service to the grandstand.

San Francisco fans catch their own "Pony Express" at the Transbay Transit Terminal for a 20-minute, direct non-stop ride to the track.

Last year during the racing season at Golden Gate, AC Transit buses carried a total of 228,701 riders.

PBX/Information expands Emeryville office space

The PBX/Information center has expanded its facilities by more than double to take care of an increasing number of telephone calls.

The center averages more than 4,500 calls each day, with many days peaking at 5,000 or more requests for information.

Calls in 1973 increased by 11 per cent over the previous 12-month period, with 1,319,041 requests for assistance in 1973, up 134,616 calls from the 1,184,425 received the previous year.

In addition to the increase in number of calls, each request is taking longer to process. The average time has tripled, indicating many questions are coming from new riders who are unfamiliar with the bus system.

About 1,100 square feet of space has been added at the Emeryville information center to accomodate the 33-member staff.

The space was made available last month when the scheduling department was moved from Emeryville to the general offices at 508 16th St., Oakland.

The expanded department will also provide offices for a senior clerk and a training supervisor.

"We really needed the additional room," says Mrs. Zada Malinak, customer service supervisor. "With the increased interest in public transportation, we have been swamped with requests."

With the expanded area, PBX/Information will be able to have four wheels — tables which are specially constructed by carpenter Walter T. Malek under the direction of Carl A. Knutson, building maintenance foreman.

The wheels, or informational tables, are partitioned and have space for six information clerks to work simultaneously at each wheel.

Currently there are two wheels, a third is under construction, and space is available if it becomes necessary to produce a fourth.

Pocket schedules In record demand

Distribution of pocket timetables for AC Transit buses has jumped by more than three-quarters of a million in the last year.

In 1972, 2,006,000 schedules were printed and circulated. During last year, 2,683,000 pocket timetables were given out, an increase of 677,000.

The schedules provide information covering AC Transit's 133 basic lines.

The increase in demand for timetables has been exceeded only by an increase in the cost of production.

In 1972, AC Transit spent $23,381.92 to have schedules printed. For 1973, the figure was $41,934.14.

Bigler and Holbrook die After long transit careers

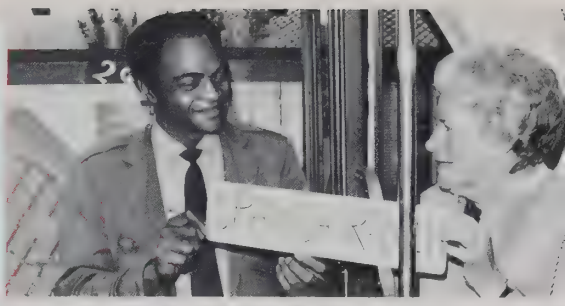
Erwin A. Bigler, a 20-year employee, and Willard E. Holbrook, a pensioner, died last month.

Bigler, a driver since July 21, 1943, was stricken by a heart attack Jan. 18. He was 57. Bigler is survived by his wife Ruth, of Oakland, and his daughter, Andrea Geis of San Leandro.

Holbrook had worked in public transportation for 33 years before his retirement on March 1, 1969. He was 69 at the time of his death, Jan. 10.

Holbrook is survived by his wife Ida, of Hayward.

SHOPPERS' SPECIAL—Welcoming AC Transit bus driver Otis Lee is a resident of Hayward's Spanish Ranch Mobile Home Park, which recently received "customerized service." Buses take residents from the park on Tuesdays and Fridays at 10 a.m. directly to Southland Shopping Center. Buses leave Southland at 1 p.m. Regular fares are charged. A similar service was initiated a year ago in the Palo Vista area of Oakland.



Response to Dial-a-Ride bus Reflects passenger enthusiasm

"My goodness, gracious, what have we got here?"

The remark, by an older passenger, may have been a little more exuberant than most, but it was a spontaneous response when she stepped, for the first time, into AC Transit's little Dial-a-Ride bus.

The bus, scheduled to go on a Dial-a-Ride system in Richmond, is being used in regular revenue service on various lines to test passenger response and driver reaction.

The small bus, cut down to 29 feet long from a standard 35 foot long bus and entirely remodeled inside, has carpeting, side paneling, wider seats and a large package rack up front.

Passengers definitely liked it. Some of the comments were:

Paul Cordell, Oakland: "Restfull colors, bright but not annoyingly so. It's a very pleasant vehicle."

Ella Terry, Oakland: "Nice, very nice. I like the carpets and the seat arrangement."

Hannah Mott of Oakland said: "It's far out!"

Clara Haskell of Berkeley enthused: "It's really nice! I like everything about it. It's really too classy for this line."

Stacey Means, a 13-year-old Oakland boy, bubbled with excitement. "I think it's great! I like the carpeting. I like the seating. I like the seat style. The package rack is a good idea. There isn't anything I don't like!"

Other remarks from passengers were:

"It's so beautiful, I don't want to get off."

"Fantastic!"

"Are we going to Reno? Let's take it to Reno."

"Will we have this baby every day?"

"Wow! What class!"

Driver receives Praise for help

Driver *D. L. Rostomily* has been commended for his assistance in finding a 10-year-old Berkeley girl who did not arrive home after school. Rostomily radioed a description of the girl to central dispatch and other drivers were notified to watch for her.

Rostomily located the girl shortly after the central dispatch report went out and saw that she arrived home safely.

All divisions beat Safe driving goal

All three divisions topped the District safe-driving goal of 13,250 miles per accident during the month of January.

Seminary operators led the way by traveling the most accident-free miles. They averaged 16,599 miles without a passenger or traffic accident.

Richmond drivers scored 15,799 miles of safe driving per accident, and Emeryville operators had an average of 15,410 safe miles per accident.

THE ART OF BUS RIDING—Fifth grader Cynthia Dawn Daysog of Franklin School in Oakland offered her rendition of traveling to school by AC Transit. Her work is part of a coordinated program between the Oakland schools and the bus system to teach elementary school students how to ride the bus.

Oakland elementary schools Develop bus riding project

A program designed to teach elementary school children how to ride the bus and use AC Transit services to the fullest is currently underway in the Oakland schools.

Co-sponsored by the Oakland Unified School District and AC Transit, the project involves establishment of good relationships between students and the bus system.

A series of slides are being photographed showing students using buses for educational and recreational use.

A tape recording will be correlated with the slides for showing to the school system's 30,000 elementary students.

Oakland school administrator Ellis S. Raderman says of the project, "We have entitled it, 'Utilizing AC Transit Buses,' In this day of fuel shortages we should all be concerned with the fullest use of our public transportation systems."

The slide show and tape recording is expected to be completed by the end of the current school year, with actual presentation to begin in the fall with the opening of school, Raderman said.

One of the side benefits of the current pilot program being conducted at Franklin School is the use of bus transportation as a subject for various parts of the curriculum, Raderman said.

"We have kids who are writing poems about buses, painting pictures on how to use the buses, and just generally getting interested in the field of transportation," Raderman said.

Although the project has only been in existence for about a month, Raderman said he felt it was already a success.

Shelters being sought For passenger comfort

Bids for 20 new bus passenger shelters, with an option to buy 30 more, are currently being sought by AC Transit.

The shelters will be located in various cities and unincorporated areas throughout the district for riders' convenience.

The free standing, bronze colored shelters will have plexiglass window panels and a translucent white roof to allow light to pass through.

Two-thirds of the cost of the shelters will be provided by federal funds and one-third will come from local sources.

All the initial 20 shelters will be seven feet high, but depth and length will vary. Ten shelters will be 10 feet long and five feet deep; five shelters will be 12 feet long and five feet deep; and five shelters will be 15 feet long and six feet deep.

The shelters are expected to be installed by fall.

Ridership growth continues

Record ridership increases were registered in December, reflecting an upward trend in passengers carried over the last nine months compared to one year ago.

Total passenger revenue for the month was $1,277,004, *up* $115,097 *or* 9.9 *percent more than the* $1,161,907 *collected during December,* 1972. *East Bay revenue was* $649,614, *up* $34,058 *or* 5.5 *percent above the* $615,556 *last year. Transbay revenue was* $627,390, *up* $81,039 *or* 14.8 *percent above the* $546,351 *collected a year ago.*

Commute book sales jumped 13.2 *percent above last year, increasing* $31,008 *to* $266,809, *as opposed to the* $235,801 *collected in* 1972 *during December.*

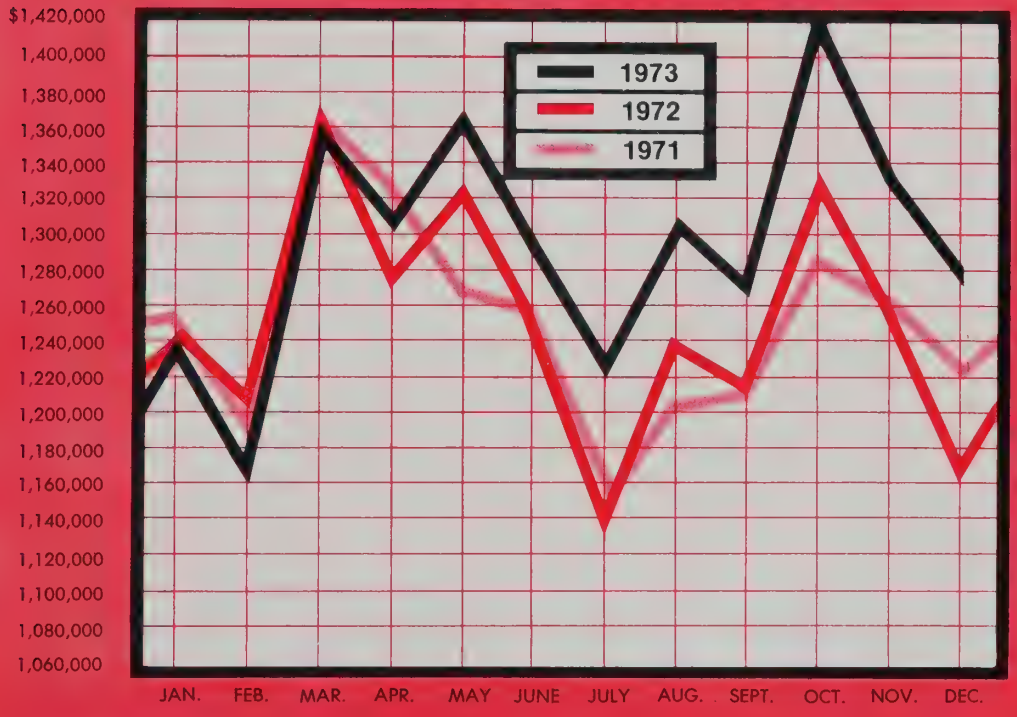
Buses carried 4,291,166 *passengers in December, up* 9.5 *percent or* 372,465 *riders from the* 3,918,701 *carried the same month of* 1972. *East Bay riders totaled* 3,009,184, *or* 197,413 *more than last year's figure of* 2,811,771, *an increase of* 7.0 *percent. On transbay lines, patronage jumped by* 15.8 *percent with* 1,281,982 *patrons riding, representing an increase of* 175,052 *above the December,* 1972, *figure of* 1,106,930.

Nationally, the transit industry indicated an increase of 0.47 *percent in total passengers carried in December.*

Operating costs during December were $2,524,224, *up* $441,748 *or* 21.2 *percent above year-ago expenses of* $2,082,476. *The system operated* 2,211,554 *miles of service during December, an increase of* 124,337 *miles or* 6.0 *percent above the* 2,087,217 *miles operated in December,* 1972.

Total income of $2,567,816 *left a deficit of* $184,885 *after meeting full bond debt requirements.*

3 year passenger revenue comparison



Actions of the Board

At an adjourned regular meeting January 23, the Board of Directors:

• Authorized General Manager to attend ATA Management Conference, on motion of Director McDonnell.

• Approved installation of up to five interior advertising frames in additional 167 buses, on motion of Director Rinehart.

• Authorized rerouting of Lines T, 15, 72, 83 and 88 in Oakland due to redevelopment project, on motion of Director Berk.

• Approved rerouting of Line 14 on motion of Director Berk.

• Approved extension of Line 66 along E. 14th St. and San Leandro Blvd. to BART/Coliseum, on motion of Director Berk.

• Authorized extension of special service for Adams Junior High students, on motion of Director Berk.

• Authorized General Manager to request bids on 120 51-passenger buses, on motion of Director Berk. (See story, Pg. 3)

* * *

At a regular meeting February 13, the Board of Directors:

• Referred bids for 120 51-passenger buses to management for evaluation and recommendations, on motion of Director Rinehart. (See story, Pg. 3)

• Adopted resolution urging MTC to consider transit alternative in spending federal highway funds, on motion of Director Rinehart.

• Authorized advertising for bids for passenger shelters, on motion of Director Nakadegawa. (See story, Pg. 6)

Transit-Times

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• Authorized participation in marketing workshop, on motion of Director Copeland.

• Approved minor rerouting of Line 65, on motion of Director Nakadegawa.

• Engaged Arthur Young and Co. to develop improvements in data processing operations, on motion of Director Rinehart.

• Authorized advertising for bids for surveillance camera system in Treasury Department, on motion of Director Rinehart.

• Authorized excercising option to purchase 15 two-way radios and advertising for bids for 60 additional, on motion of Director Rinehart.

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Vol. 16 No. 9 March, 1974

Transit-Times

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UNIVERSITY OF CALIF.

25 years of safe driving

Our 'Stockholders' Write

My purse containing over $100 in cash and other valuables was found by *Allen M. Daniels*, a maintenance worker.

My deep appreciation to you and your staff for your honesty and efficiency.

Leah Jacobson
El Cerrito

* * *

I just wanted to take time to say thanks for services rendered above and beyond the call of duty.

Eugene Cota went out of his way to help me find a tax refund check.

AC Transit should be proud to have such people, who, I am sure, are an asset to you in your efforts to remain the "best" in the business. Keep up the good work.

Ed Johnson
Berkeley

* * *

William A. Scott is a very beautiful person.

I ride home each evening very tired. It's nice to hear him treat each rider as he does. It makes me forget how tired I am.

Mary K. Gustarson
Oakland

* * *

About fifty-eight minutes to eleven my husband and I were coming from the doctor's office, 3001 High St., where we transfer from a 57 to a 40 bus. The driver, *R. F. Inklebarger*, waited several seconds for my husband to reach the bus stop, which I appreciated very much.

Mary D. Barney
Oakland

We are the old couple who ran through the red light into the side of your coach at the intersection of Grand and Lakeshore. My husband's heel got caught in the brake pedal.

The reason I am writing this letter, for both of us, is to express our sincere gratitude to your driver, *V. L. Hart*. No one could be kinder, more courteous or more considerate of us if we had been his own grandparents.

Dorothea and Harold Kelly
Berkeley

* * *

Not too long ago I had written to you concerning the 90-92 stop on Tennyson just west of Calaroga. You had removed the 92 from that stop and placed it on Calaroga with the last "S" stop on Calaroga.

I notice you have replaced the 92 on Tennyson and I wish to thank you for that change. It will make it possible to catch either 90 or 92 before they make their end of the line loop.

Previously, I had wondered about the possibility of a stop or two at the intersection of 7th Street and 7th Street Annex in Oakland, and continue to wonder.

Ed Wilbur
Hayward

(A stop has been put in for Line 83 and Line 12C at this location.—Ed.)

* * *

I would like to say I was very impressed with *James C. Purvis*. He is an excellent bus driver, very courteous and helpful.

Meg Bronson
Oakland

Bus contract for 120 coaches Given to meet growing needs

Facing ridership which is growing by leaps and bounds, AC Transit is purchasing 120 new buses from Flxible Company of Loudonville, Ohio.

Contract for the equipment was awarded by the Board of Directors, with expected delivery date set for the Fall. Flxible's low bid calls for a cost of $42,372 per bus delivered.

The only other bidder, GMC Truck and Coach Division, submitted a bid of $44,537 per unit delivered.

Two-way radios assist In catching criminals

The benefit of AC Transit's two-way radio telephones has been noted by the Oakland Police Department, who praised recent individual efforts by four bus drivers.

A fire bombing at Seminary Ave. and E. 14th St. was observed and reported by *L. W. Gardiner.* Gardiner followed the bombing suspect to his car and took down the license number, enabling police officers to conclude their investigation quickly.

E. G. Brewster saw two youths grabbing an elderly woman's purse at 14th St. and Clay St. His radio call resulted in the purse being recovered.

C. R. Miller saw a group of juveniles creating a disturbance at Hamilton Jr. High School, 35th Ave. and Harper St. His call brought a juvenile sergeant and two police officers who quelled the incident.

V. L. Hart reported a police officer needed assistance at 19th St. and Telegraph Ave., where a shoplifting suspect had run from a corner market. The call resulted in several officers responding and taking the suspect into custody.

Approximately 80 percent of AC Transit buses have two-way radios at the present time.

Although the contract calls for delivery within 270 days after being awarded, Flxible is hoping to be able to deliver the first coaches by late September.

The new buses are expected to meet the continued rising patronage. Each coach will seat 51 passengers.

New passenger records for the district were set the week ending March 7, compared to the same week in 1973.

Transbay riding was up nearly 26 percent; East Bay riding was up 20.68 percent; and overall riding was up 22.18 percent.

Two new records were set during the same week in daily ridership. The bus system carried 240,460 passengers on March 4 and also topped previous daily revenue records on the same day, when $71,340 was collected.

A new transbay peak was reached on March 5, when 73,082 passengers traveled back and forth to San Francisco.

ON ITS WAY—Flxible Company will be sending 120 buses like this one to AC Transit this year to provide for the increase in ridership.

Pay raise given

A 20-cent-per-hour pay raise for cost of living has been given AC Transit employees.

In compliance with a directive from the Board of Arbitration, hourly personnel began receiving the cost of living adjustment with the payroll period beginning Feb. 24.

WINNERS' PRIZE—Celebrating all three divisions topping the January safe driving goal were: Above, Seminary's L. L. McDonald, in George Washington costume, serving John Self. Mrs. G. L. "Mo" Gross, above right, carrying Valentine candy for Jim Cater in Emeryville. Nick Alevizos, right, borrowing from Abe Lincoln in Richmond to serve, from left, Ben Franklin, Marino Briganti, Larry Abrao, Harvey Dicious, James Hillard and Ed Billie. February's safety goal of 13,250 miles per accident was topped by Division 2 and Division 3.

Bridge lane is widened for buses

Quicker and easier bus access to the San Francisco-Oakland Bay Bridge was provided from the Transbay Transit Terminal this month with the widening and striping of the bridge's lower deck on the west end.

The exclusive bus lane onto the bridge's eastbound lower deck has now been extended 200 additional feet with the completed efforts.

The work, done by the Toll Bridge Administration, is expected to reduce commute time for buses on the bridge.

Additionally, the moving of a guard rail to provide wider lanes and the restriping should reduce the accident rate.

The guard rail changes and restriping gives buses an unimpeded path into bridge traffic by eliminating one merge and providing better sight distance.

The better access to the bridge will benefit more than half the peak hour commuters, who travel home from San Francisco by bus.

EASY STREET—The widening and striping of the exclusive bus lane onto the San Francisco-Oakland Bay Bridge this month will provide easier access for buses leaving the Transbay Transit Terminal to return to the East Bay.

First 25 year safe driving record set

Records are set to be broken.

And Charles R. Bosted, Jr., hopes someone will break the record he set this month.

Bosted is the first driver to achieve 25 years of safe driving for AC Transit. He turned the quarter-of-a-century mark behind the wheel on March 11.

Charles Bosted, Jr.

When asked what ingredients go into his recipe for safety, Bosted says with a smile, "I drive defensively. I sort of bluff 'em if I have to, and if they call my bluff, I let 'em go ahead."

The son of a bus driver, Bosted has been involved in public transportation in the East Bay since Oct. 26, 1936. He worked street car lines before handling motor coaches, and between his father and himself the Bosted family has accumulated nearly 70 years of service.

Bosted currently has top seniority among the District's 1250 drivers.

His last absence from work was due to sickness in June, 1961, and his last oversleep was June 23, 1952.

"Since I've been here," he says, "I figure I've probably been over at least 30 different routes."

He explains his ability to get along with people as being a matter of "just treating everyone like you would like to be treated yourself."

A newly designed safety award pin with three diamonds was presented to Bosted at a ceremony March 20 at Division 4, Seminary.

With 25 years of safe driving behind him, it would seem likely Bosted would be ready to retire to his home he shares with his wife Maxine in Alameda. But that is not the case. "I enjoy driving," he says. "I have no intentions of retiring right now."

It may be he is setting out to establish another record.

THE COVER—Driver Charles R. Bosted, Jr., who has top seniority behind the wheel for AC Transit, has just completed 25 years of safe driving. He is the only active driver to achieve this goal. "It all depends on being a defensive driver and watching what you are doing," he says.

PBX/Information Sets new record

PBX/Information clerks set a record in handling 13,212 telephone calls during a single 24-hour period on March 14.

Questions from worried riders poured in to determine whether or not transbay buses would be in service during the San Francisco city employees' strike.

Regular information calls are running more than 5,000 per day on normal week days, according to Mrs. Zada Malinak, customer services supervisor.

Seven new trunk lines are being added to aid callers.

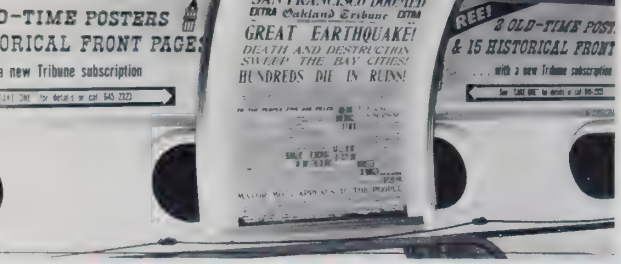
Three workers given Disability retirements

Three AC Transit employees have joined the ranks of pensioners by taking disability retirements.

Joseph P. Montoya, who worked for three years as a mechanic and 25 years as a driver, retires at age 51. Montoya makes his home at 14772 Crosby, San Leandro.

Retirement for *Howard E. Schultz,* 50, of 2651 17th St., San Pablo, comes after 10 years as a bus driver.

Nola E. Weathers, 41, of 1975 Holly Dr., Concord, retires after two years as a ticket seller, 12 years as a driver, and three years as a ticket clerk.



FRONT PAGES—Major historical events are recorded on replica front pages of editions of the Oakland Tribune. The souvenir front pages are reproduced on posters being distributed in an advertising and circulation drive currently being conducted.

Advertising campaign on buses Reflects newspaper centennial

One hundred years of newspaper history is riding around on AC Transit buses in an unusual advertising campaign designed to reach thousands of passengers.

To commemorate a centennial of publishing activity, the Oakland Tribune purchased the inside advertising space aboard 200 buses and launched a "newsy" effort to sell subscriptions and tie in with celebration plans.

The campaign features four replica front pages, placed in 21-by-22 inch frames, along with advertising cards in 11-inch deep spaces, calling attention to the historical events recorded by the Tribune.

Bus riders are told they can obtain a free set of 15 replica front pages plus two "old Time" posters with each new subscription to the Tribune.

The front page reproductions are copies of the newspaper's reporting of historical events, including the 1906 earthquake, the sinking of the Titantic, Lindbergh's solo flight across the Atlantic and Pearl Harbor.

Two workers, three pensioners die

Two AC Transit employees and three pensioners died recently.

Long-time employee *Irving M. Dybdal,* who had worked in public transportation for nearly 30 years, died Feb. 16 at the age of 53. Dybdal was a ticket seller at the Transbay Transit Terminal in San Francisco, and was first employed Nov. 25, 1945. He is survived by his wife Lorraine, of San Lorenzo, his son Gary, stationed with the U. S. Army in Germany, his mother Mabel, two sisters and a brother.

Bus driver *Dale E. Dodge,* 25, died Jan. 24. He had been an employee of AC Transit since Oct. 3, 1972. Dodge is survived by his mother and father, Mr. and Mrs. William E. Dodge, and his sister Janice Cornell, of Oakland.

Pensioners *Earl D. Soward, Benjamin F. Rawles* and *Carl Brentel* were veteran transit workers.

Soward died Feb. 18. He was 65, and is survived by his wife Dorothy and his daughter Carol Faren, of Pinole. Soward served as a trainman, towerman, and bus driver from June 2, 1941, to April 1, 1972.

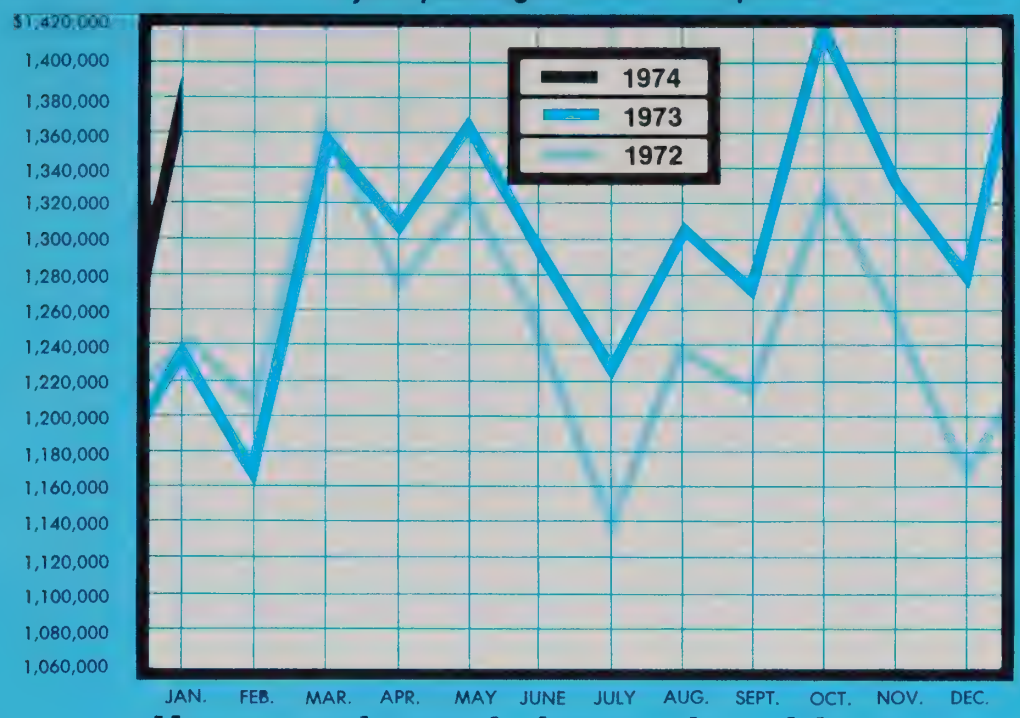
Rawles worked 23 years in public transportation before his retirement April 1, 1965. He was 74 at the time of his death, Jan. 30. Rawles is survived by his wife Dona, of Hattiesburg, Miss.

Brentel, who was 86, retired March 1, 1953, after 31 years in public transportation. He died Feb. 3, and is survived by his wife Pearl, of Oakland.

Are you making a move?

If you are planning on moving, let us know where your new address will be so we may change our mailing lists.

Send information to Transit-Times, AC Transit, 508 16th St., Oakland, Cal., 94612.



Unprecedented jump in riders

An unprecedented jump in revenue and ridership was recorded in January compared to a year ago, reflecting a ten month trend.

Total passenger revenue for the month was $1,382,215, *up* $140,947 *or* 11.4 *percent above the* $1,241,268 *collected during January,* 1973. *East Bay revenue was* $674,518, *up* $36,766 *or* 5.8 *percent above the* $637,752 *collected last year. Transbay revenue was* $707,697, *up* 17.3 *percent or* $104,181 *from the* $603,516 *collected in January,* 1973.

Commute book sales soared 20.7 *percent above last year, up* $60,593 *to* $353,765 *as opposed to the* $293,172 *collected in January,* 1973.

Buses carried 4,707,003 *passengers in January, up* 10.5 *percent or* 446,501 *riders above the* 4,260,502 *carried during the same month last year. East Bay riders totaled* 3,242,976, *or* 232,508 *more than last year's figure of* 3,010,468, *an increase of* 7.7 *percent. On transbay lines, patronage jumped by* 17.1 *percent with* 1,464,027 *patrons riding, representing an increase of* 213,993 *above the January,* 1973, *figure of* 1,250,034.

Nationally, the transit industry indicated an increase of 5.4 *percent in total passengers carried.*

Operating costs during January were $2,556,278, *up* $351,816 *or* 16 *percent above year-ago expenses of* $2,204,462. *The system operated* 2,320,997 *miles of service during January, an increase of* 99,904 *miles or* 4.5 *percent above the* 2,221,093 *miles operated in January,* 1973.

Total income of $2,668,520 *left a deficit of* $116,007 *after meeting full bond debt requirements.*

Actions of the Board

At an adjourned regular meeting Feb. 27, the Board of Directors:

• Awarded contract for furnishing and installing wall covering for 12 Dial-a-Ride buses to Conklin Bros., on motion of Director Rinehart.

• Awarded contract for furnishing and installing carpeting in 12 Dial-a-Ride buses to Conklin Bros., on motion of Director Rinehart.

• Awarded contract for furnishing bus passenger seats for 12 Dial-a-Ride buses to American Seating Co., on motion of Director Fujii.

• Awarded contract for 120 51-passenger buses to Flxible Co., on motion of Director Rinehart. (See story, Pg. 3).

• Authorized rerouting Line 93-Hesperian-Bay Fair to serve Juvenile Hall Complex, on motion of Director Berk.

• Inaugurated new special service for Eden Roc Mobile Home Park on Line 91, on motion of Director Berk.

• Authorized one additional morning and one evening commute hour trip on Line 42-NAS-South Gate Limited Service, on motion of Director Berk.

• Extended four morning and afternoon trips on Line 79-Oakport to Lesser St., on motion of Director Berk.

• Authorized rerouting on Line 81A to provide service to Singer-Friden, Conseco Prefab Steel, and Golden Grain plants, on motion of Director Berk.

* * *

At a regular meeting March 13, the Board of Directors:

• Authorized General Manager to participate in panel discussion on transit development and financing in Washington, D.C., on motion of Director Copeland.

• Awarded contract for 38 locked type non-registering fareboxes to Keene Corp. with option for 156 subject to review by management, on motion of Director Rinehart.

• Authorized advertising and seeking for bids on bus drivers' uniform shirts, on motion of Director Nakadegawa.

• Authorized Board members to attend ATA Rail Transit Conference in San Francisco, on motion of Director Rinehart.

• Requested the Governor of California to order State Police to keep the upper passenger loading area of the Transbay Terminal clear of pickets, on motion of Director Copeland.

Transit-Times

Published monthly by the
ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
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Transit-Times

INSTITUTE OF GOVERNMENTAL
MAY 7 1974
UNIVERSITY OF CAL

Blind Kids Learn About Buses

Our 'Stockholders' Write

Being a newsman who realizes most letters to an editor are complaints, I joyfully do a switch and provide praise for one of your drivers.

His name is *Dave Taplin.*

I've done some riding on AC Transit buses for years, and have encountered many fine drivers, but he is something special.

By the way, I've become a confirmed bus passenger, and not only because of the gas shortage. Until several months ago frequently I went to and from Alameda by car. Now I ride your vehicles five days a week. The only way to travel.

You represent an efficient and intelligent company. I am an ardent booster for all of you.

Alan Ward
Oakland Tribune Columnist

* * *

I do not own a car and depend on buses. It angers me when a bus is late. But what annoys me most is when a bus is early.

Mine was early, and as a result I missed my ballet lesson.

Barbara T. Miller
Hayward

(The driver of your bus has been reinstructed to run his coach on schedule.—Ed.)

* * *

I was impressed when I took the No. 40 bus to Berkeley. *W. A. Scott* not only drove safely and efficiently, but showed exceptional concern for the comfort of his passengers.

Catherine Warren
Sausalito

I am writing regarding one of your operators whom I feel deserves a great deal of credit for the manner in which he performs his duty. I have observed *Glen Purdy* on Line 31 on several occasions.

From my own experience and training, as an operator and Peace Officer, I am convinced he is as good an operator as AC Transit, or any other transit authority could hope for.

R. A. Young
Albany

* * *

E. L. Treadaway not only has considerate words for the boarding passengers, but those debarking get an especially kind admonition to take care, have a pleasant weekend, good luck, and so on.

A thoroughly refreshing person.

A. L. Bridgewater
Berkeley

* * *

I've been riding your buses in the East Bay occasionally in the past several years. Now that the gasoline crunch is on, I've just about abandoned my own car and am a daily passenger.

Always, I've been tremendously impressed by the courtesy and cordiality extended by all of your drivers to all of your passengers. They are a great bunch, it's a pleasure to ride with them, and I don't believe I'll ever go back to full use of my own car.

Let's also be sure to compliment your housekeeping and mechanical maintenance crews.

James Dinwiddie
Oakland

THE MAN AND THE MAP—Billy S. Lyle, newly appointed assistant transportation superintendent in charge of the Dial-a-Ride operation, shows the 4.9 square mile area of Richmond where the experimental system will be operated this summer. The Dial-a-Ride area is bounded generally by the Richmond-San Pablo city line, Highway 80, Cutting Blvd. and the Atchison, Topeka and Santa Fe rail right-of-way.

Dial-a-Ride fare set at 25 cents; Service will start July 15

A fare of 25 cents has been set for AC Transit's experimental Dial-a-Ride service in central Richmond.

Service will start July 15 with buses operating door-to-door from 5 a.m. to 1 a.m., seven days a week.

The District's Board of Directors, in approving the tariff by majority vote, agreed to a fare that would be especially attractive to low income and low mobility citizens traveling around the Dial-a-Ride area.

Transfers, however, will not be given to Dial-a-Ride passengers, nor will transfers from regular lines be honored aboard the experimental buses.

Riders making connections with other AC Transit buses or with BART will pay regular fares for those trips. The basic adult bus fare for a combined Dial-a-Ride and fixed bus route trip would be a minimum of 50 cents.

Senior citizens who use Dial-a-Ride also will pay the 25 cent fair. On regular AC Transit service, senior citizens can ride for ten cents, except during commute hours.

In recommending the fare, General Manager Alan L. Bingham said the 25 cent rate is consistent with the objective of providing improved transit service at an operating cost comparable to present costs on developing feeder routes.

"Many people will have greater mobility. We can expect increased patronage from those who have not had easy access to public transit. And we expect many to be attracted by good security, particularly at night time," Bingham explained.

The 25 cent fare was advocated by the Richmond City Council, the Richmond Model Cities Program, and Greater Richmond Inter-Faith Program and Richmond City Manager Kenneth H. Smith.

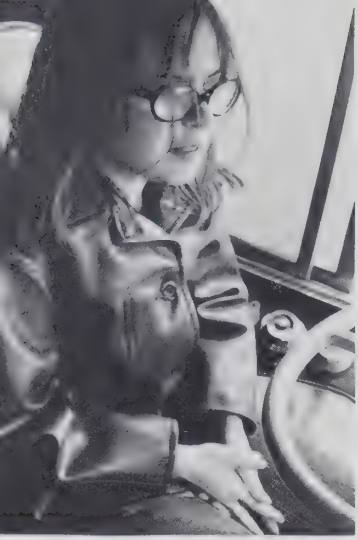
Buses will run to area Regional parks this year

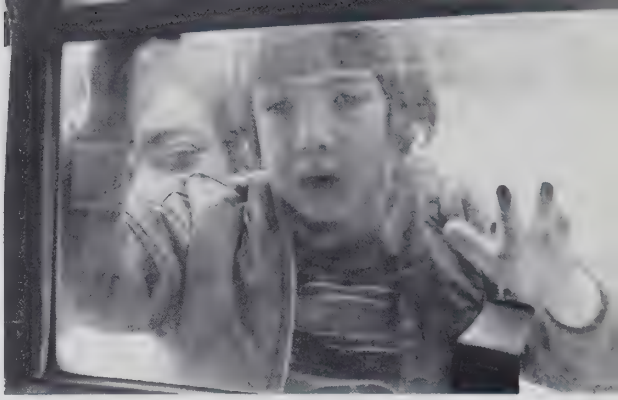
Because of the potential of a gasoline shortage this summer and the need for East Bay residents to stay close to home, special bus service to five Bay Area regional parks will be operated by AC Transit, beginning next month.

Buses will load at various BART stations and operate to the parks, but also will pick up passengers along the way. Parks served will be: Lake Chabot, Don Castro, Point Pinole, Tilden and the Roberts recreation area of Redwood.

Don Castro and Point Pinole service will operate weekends only from May 4 through Labor Day, Sept. 2.

The Lake Chabot, Roberts and Tilden services will operate weekends from May 4 through May 27, then daily through Labor Day.

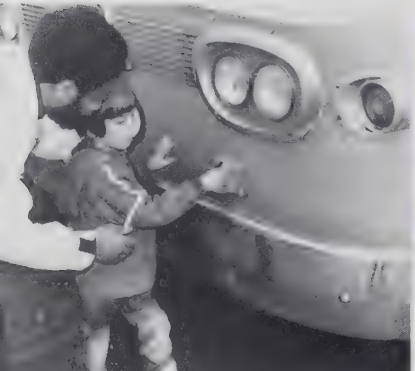




Blind kids "see" Bus by touch

As part of a continuing program to aid blind people in their use of public transit, AC Transit last month dispatched a bus and a team of employees to Castro Valley to teach blind youngsters in that community what a bus is like.

In all, four schools were visited and about 50 youngsters were involved. The children were allowed to feel the bus, inside and out, and had its operation explained to them.



THE COVER — A helping hand to a blind girl is given by Training Instructor George Silva.

New pamphlets Aboard buses To help riders

A "Welcome Aboard" leaflet, designed to make bus riding easier for passengers, has become "standard equipment" on all AC Transit buses.

Drivers are carrying the leaflets, as well as timetables, for distribution to passengers with questions.

Leaflets also have been placed on "take one" hooks aboard all District buses to help the riding public get the most for their bus fare.

The leaflets were produced as a special aid for operators, who can use it to answer questions on fares, zone charges and riding bargains, such as the stop off and go again transfer plan, the shop-a-round pass and the Sunday and holiday excursion pass.

Service improvements aid Workers, senior citizens

Changes to improve transit services in Hayward and San Leandro went into effect this month.

Line 91B, a special customerized service already in operation between the Eden Roc and Spanish Ranch areas to Southland Shopping Center in Hayward, has been extended to Josephine Lum Lodge, a senior citizens residence.

The line operates Tuesdays and Fridays only to carry senior citizens to the huge shopping center.

In San Leandro, Line 60 has been extended from BART/San Leandro to the Adams Industrial tract. The change provides an alternate line for workers who use public transit during commute hours.

A REAL WELCOME—Driver George Peters offers a "Welcome Aboard" pamphlet. More than 80,000 such pamphlets have been distributed so far.

Early transit cars to be shown At May 5 "Open House"

Original Bay area streetcars, electric trolleys, bridge trains and other early transit vehicles will be on display Sunday, May 5, at an "Open House" to be conducted by the California Railway Museum. Hours are 10 a.m. to 7 p.m.

The public is invited to attend the event on the museum grounds at Rio Vista Junction, on State Highway 12, east of the city of Fairfield in Solano County.

In addition to many old-time vehicles, a steam calliope will be in operation.

Summer fun tours To begin June 1

Summer fun tours will be operated again this year by AC Transit, starting June 1 and continuing daily through August 30 except for July 4.

Twenty-four different tours are being planned, ranging from an ox roast at Sonoma to Monterey's "Cannery Row" and shops in Carmel.

THE ANSWER MEN—Drivers Ronald Johnsen, left, and Billie Bishop provide information to employees of Singer Business Machine Co. in San Leandro. Picture was taken during filming for television program. The booth was shown on the national CBS network.

Information booth goes Directly to potential riders

An information booth which goes directly to potential bus riders — including right into factories — is AC Transit's latest effort to encourage greater use of public transit.

People who need information about routes, running times and transfer connections are getting person-to-person answers to their questions from two AC Transit drivers who are visiting industrial plants, government buildings and other offices in a cooperative effort between the District and employers.

The two drivers are supplied with pocket timetables, schedules, brochures and maps of all AC Transit lines, plus information on the BART system, and are able to work out specific routes, including transfer connections where necessary, for anyone interested in using public transit to get from home to job or for any other trip within AC Transit's boundaries.

Both men, Billie T. Bishop, 33, of Oakland, and Ronald W. Johnson, 31, of Newark, are experienced drivers who were trained by spending several days answering calls at AC Transit's Information Center. People who were used to hearing soft feminine voices were surprised to hear husky male voices on the line when they called for bus information.

Initially, the booth is being used in downtown Oakland and the East Oakland-San Leandro industrial area.

Drivers continue to Aid Oakland Police

AC Transit drivers continue to be major contributors to the success of Oakland Police Department's "Radio Alert" program.

Under the program, businesses and agencies with radio-equipped vehicles cooperate by reporting fires, crimes and suspicious circumstances spotted by drivers in the normal course of driving on Oakland streets.

The Police Department issues a monthly bulletin describing a few of the incidents reported. In the March bulletin, 11 incidents involving fires, crimes and accidents were reported; of that number, seven were reported by AC Transit drivers.

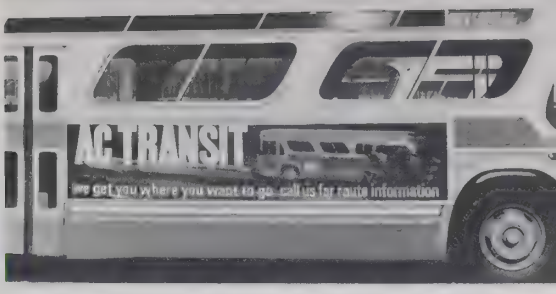
Rainbow of color Lands on transfers

A new rainbow of colors is descending on AC Transit's transfers.

Because of changes in availability of colored paper, which was used in the past, transfers are now printed on white paper with horizontal colored ink stripes indicating individual lines and direction of travel.

Approximately 3.3 million transfers are issued by AC Transit drivers each month.

Bus poster Wins ad award



BEST IN WEST—AC Transit's bus poster advertisement has won top honors from the American Advertising Federation. The posters are currently competing for more honors in Washington D.C. The poster was displayed on 100 buses during the advertising campaign.

A king sized poster developed for use on AC Transit buses has won first place in the "Best in the West" competition sponsored by the American Advertising Federation.

The poster was entered in the category of exterior graphics, transit division, and was chosen from 16 entries in the western region, including Hawaii.

Second place went to a poster entered by KGO-TV, San Francisco; and third place, to Marine World.

The AC Transit poster is now in Washington, D.C., being judged in the National Addy Awards.

The poster was placed on the outside of 100 buses through arrangements with Metro Transit Advertising. A unique mezzo-tint screen process was utilized to give the poster a bold and distinctive look.

Copy highlighted the name of the product and carried the on-going advertising theme: "We get you where you want to go." Colors were eye-catching red, white and yellow.

After 30 years of daily commuting Oakland woman decides to call it quits

It was "30 and out" on April 2 for Thelma Wurick of Oakland as she boarded the Line 46 bus for the last time at 69th and Arthur Streets.

Ms. Wurick called it quits after 30 years of commuting on the line and 47 years of work as a senior clerk for the Fibreboard Corporation of San Francisco.

A daily commuter on the line from the day it opened, Ms. Wurick rode the old red trains before that.

"She's as regular as clockwork, too," driver Jerry Dutil said. "Every morning I come by her house at 7:05, and every morning she'd be there."

Dutil would pick her up at the bus stop and deliver her, a few blocks away, to her transfer point with a Line K bus to San Francisco.

Ms. Wurick rode the reverse route every evening but, she says, "I'm going to rest now; I think I've earned it."

HER LAST TRIP—Thelma Wurick of Oakland boards a Line 46 bus for the last time after 30 years of daily commuting.

Thomas Adams
Transportation
Seminary

Stanley Adcock
Transportation
Seminary

Elizabeth Barcelon
PBX/Information
Emeryville

Loretta Bard
Transportation
Richmond

Glenn Barrow
Transportation
Emeryville

Nena Black
Transportation
Richmond

Billy Booth
Transportation
Emeryville

Florene Braneon
PBX/Information
Emeryville

Earle Brown
Transportation
Richmond

Huston Brown
Transportation
Richmond

Birgit Bruno
Transportation
Emeryville

Henry Bustillo
Maintenance
Seminary

Richard Cardoza
Maintenance
Seminary

Calvin Carr
Transportation
Emeryville

David Castleberry
Transportation
Emeryville

John Cavalli
Transportation
Seminary

Rickey Crouse
Maintenance
Richmond

Edmond Di Tullio
Transportation
Emeryville

Kenneth Eline
Transportation
Seminary

Charles Franklin
Transportation
Emeryville

William Fulton
Transportation
Seminary

Joe Galindo
Maintenance
Richmond

NEW EMPLOYEES

AC Transit welcomed these new workers in January, February and March

Huey Hampton
Transportation
Emeryville

Ernest Harper
Transportation
Emeryville

Grady Harris
Transportation
Richmond

Frederick Harvey
Maintenance
Emeryville

Yusuf Hassien
Transportation
Emeryville

Melvin Henderson
Transportation
Seminary

Wing Hui
Maintenance
Seminary

Martin Indalecio
Maintenance
Richmond

Otis Ireland
Transportation
Seminary

Daryl James
Transportation
Seminary

Charles Johnson
Transportation
Emeryville

Emanuel Johnson
Transportation
Seminary

Richard Johnson
Transportation
Emeryville

Mitchell Logan
Transportation
Emeryville

Vernon Mays
Maintenance
Richmond

James McCleese
Transportation
Emeryville

Joseph McGlaston
Transportation
Emeryville

Gilbert Mendoza
Maintenance
Richmond

Marv Middaugh
Maintenance
Richmond

(Continued on Page 10)

(Continued from Page 9)

NEW EMPLOYEES

AC Transit also welcomed these new workers in January, February and March

Carol Mori
PBX/Information
Emeryville

William Morris
Transportation
Seminary

Laurence Nelson
Maintenance
Emeryville

John Owens
Transportation
Seminary

Leroy Perry
Transportation
Emeryville

Earl Pighee
Transportation
Emeryville

Horace Resby
Transportation
Seminary

Burley Richardson
Transportation
Seminary

James Roberson
Transportation
Seminary

Dennis Rodriguez
Maintenance
Seminary

George Sherman
Transportation
Emeryville

Susan Simek
PBX/Information
Emeryville

Kerry Smith
Transportation
Richmond

Robert Stickland
Transportation
Emeryville

Lonnie Taylor
Transportation
Emeryville

Gary Ward
Schedules Dept.
General Office

Ruthus White
Transportation
Emeryville

Francine Wilber
PBX/Information
Emeryville

Ellen Yurk
Accounting
General Office

Michael Zipser
Transportation
Seminary

More impressive gains recorded

Passenger ridership and revenue showed impressive gains in February compared to a year ago, reflecting an eleven month trend.

Total passenger revenue for the month was $1,349,692, *up* $188,695 *or* 16.3 *percent above the* $1,160,697 *collected during February,* 1973. *East Bay revenue was* $670,022, *up* $77,854 *or* 13.2 *percent above the* $592,168 *collected last year. Transbay revenue was* $679,670, *up* 20 *percent or* $111,141 *from the* $568,529 *collected in February,* 1973.

Commute book sales jumped 20.5 *percent above last year, up* $53,409 *to* $314,383 *as opposed to the* $260,974 *collected in February,* 1973.

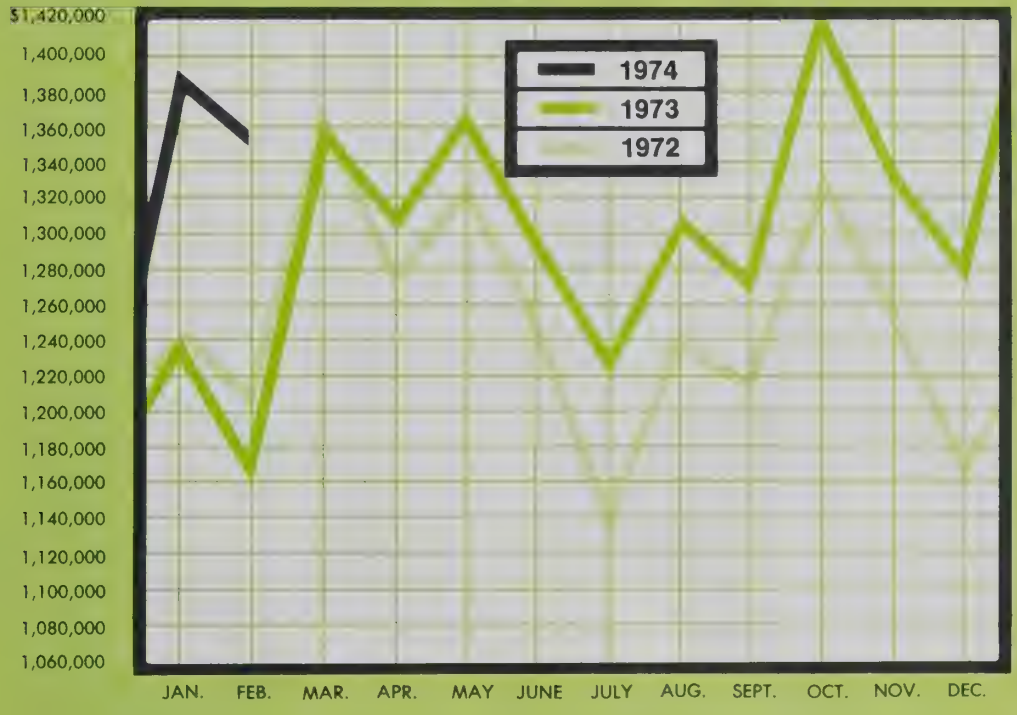
Buses carried 4,553,098 *passengers in February, up* 14.5 *percent or* 577,419 *riders above the* 3,975,679 *carried during the same month last year. East Bay riders totaled* 3,176,139 *or* 368,611 *more than last year's figure of* 2,807,528, *an increase of* 13.1 *percent. On transbay lines, patronage jumped* 17.9 *percent with* 1,376,959 *patrons riding, representing an increase of* 208,808 *above the February,* 1973, *figure of* 1,168,151.

Nationally, the transit industry indicated an increase of 11.29 *percent in total passengers carried.*

Operating costs during February were $2,386,233, *up* $326,187 *or* 15.9 *percent above year-ago expenses of* $2,058,046. *The system operated* 2,102,726 *miles of service during February, an increase of* 79,557 *miles or* 3.9 *percent above the* 2,023,169 *miles operated in February,* 1973.

Total income of $2,661,605 *covered operational costs and left a surplus of* $35,988 *after meeting full bond debt requirements.*

3 year passenger revenue comparison



Actions of the Board

At an adjourned regular meeting Mar. 27, the Board of Directors:

• Extended Line 60 from BART/San Leandro to serve industrial area along Doolittle Dr. and Adams Ave., on motion of Director Berk.

• Authorized testing of articulated bus for approximately 30 days, providing MTC absorbs cost of putting coach in revenue service, on motion of Director Berk.

• Inaugurated new summer service to five East Bay regional parks, on motion of Director Rinehart.

• Authorized payment of postage costs in connection with Director Nakadegawa's visit to Japan to inspect transit properties, on motion of Director McDonnell.

* * *

At a regular meeting April 10, the Board of Directors:

• Adopted a 25-cent, one-way fare with no transfer privileges for the Dial-a-Ride experiment in Richmond, on motion of Director Nakadegawa.

• Established boundaries and hours of operation of Dial-a-Ride project, on motion of Director Berk.

• Created new positions to meet requirements of Dial-a-Ride, on motion of Director Copeland.

• Awarded contract for metal parcel racks for Dial-a-Ride buses to Bell Metal Fabricators, subject to specification compliance and approval of UMTA, on motion of Director Rinehart.

• Authorized board members and five management executives to attend ATA Regional Conference, on motion of Director McDonnell.

• Granted Director Nakadegawa authority to be absent from upcoming Board meetings due to his tour of Japan, on motion of Director Copeland.

• Authorized General Manager, in filling a position, to select a starting salary range lower than that approved by the Board for the position, on motion of Director Copeland.

• Approved minor service adjustments, on motion of Director Berk.

• Authorized operation of summer sightseeing tours, on motion of Director Berk. (See story, Pg. 5)

• Approved participation in demonstration project to provide free, off-peak bus service to senior citizens in San Leandro for a three month period, with the City of San Leandro covering total costs, on motion of Director Berk.

• Authorized up to $1000 for feasibility analysis of instituting service across the Hayward-San Mateo bridge, on motion of Director Berk.

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Vol. 16, No. 11 May, 1974

Transit-Times

Fremont okays contract For interim bus service

Moore wins top District award

The dedication given by Cleve Moore to his work as a mail messenger has won him AC Transit's highest honor, the "Golden Wheel Award" for distinguished service.

Moore, presented with the award at a Board of Directors meeting, has been an employee of the District for nearly 30 years.

During that time he has exhibited an outstanding work record, initiative, and judgment in carrying out his assigned duties, according to General Manager Alan L. Bingham, who presented the award.

In introducing Moore to the directors, Bingham commented, "He's always here. We depend on him. He has carried out his responsibilities in an outstanding manner and has helped AC Transit serve the needs of the public."

Moore, 50, first came to work in October of 1944.

He was selected for the Golden Wheel Award by a panel of three judges consisting of Edward A. Cordeiro, President of Amalgamated Transit Union, Division 192; John W. Rose, Employee Relations Representative; and Harold M. Davis, Assistant General Manager for Personnel.

In addition to a certificate, a Golden Wheel lapel pin, and a $50 U. S. Savings Bond, Moore's picture is being displayed on 15 king-size advertising frames on buses with details explaining his selection. His picture also is posted at each AC Transit operating division.

WINNER—Mail messenger Cleve Moore receives the Golden Wheel Award pin from General Manager Alan L. Bingham. Moore received AC Transit's highest award for 30 years of dedicated service.

Moore and his wife, Arthur, make their home in Oakland.

The Golden Wheel Award is presented at various times to identify employees whose endeavors reflect credit on AC Transit and the individual award winners.

Nominations for the award are accepted from the general public, fellow workers, or an employee's immediate supervisor, before being screened by the panel of three judges.

KIDS LOVE IT—A gaggle of moppets gets ready to board the special Tilden Park bus at the pony ride area. The experimental AC Transit-East Bay Regional Park District bus service operates weekends direct to Tilden, Chabot, Roberts (Redwood), Don Castro and Pt. Pinole Regional Parks. Daily service will begin June 17 to Tilden, Chabot and Roberts, with weekend service continuing at Don Castro and Pt. Pinole.

FREMONT SERVICE—Mayor Donald F. Dillon and Doug Eads, City of Fremont Administrative Assistant, examine preliminary route map for interim AC Transit bus service, scheduled to begin in Fremont July 15.

City of Fremont contracts for Bus service starting this summer

AC Transit will be operating the first bus service in Fremont this summer under contract with the city's government.

The City of Fremont proposed service based on local funds provided by revenue sharing monies. The city's share of approximately $150,000 will generate nearly $500,000 in Metropolitan Transportation Commission funds. Federal funds are expected to be available later to purchase new equipment.

Midday Service

In the interim, the city unanimously approved contracting with AC Transit to operate midday service beginning July 15.

Because of equipment demands in other parts of the District, AC Transit will have to use 10 older coaches for initial service. Buses will operate over six basic lines at 30 minute intervals midday Monday through Friday, and hourly on Saturday.

Weekday service will begin approximately 9:30 a.m. at the end of each line, with buses converging at BART/Fremont. Service will conclude in the afternoon with buses leaving BART/Fremont at approximately 3 p.m. and arriving at the end of each line at approximately 3:30 p.m.

Saturday service will operate from the end of each line beginning at 7:30 a.m. and will run on an hourly basis, with the last bus leaving BART/Fremont at approximately 6 p.m.

Both city officials and AC Transit staff indicated the hours and routes of the new system will be subject to change as day-to-day service provides experience on transportation needs for the community.

Fares have been set by the Fremont City Council at 25 cents per person with free transfers from BART trains to buses currently under consideration. Transfers will be honored from one bus line to another within the City of Fremont.

Alan L. Bingham, general manager for AC Transit, said the bus district does not have new equipment available for Fremont service because of a riding increase and could only provide midday transit during summer months.

When AC Transit obtains 120 new buses in November, additional older equipment will be freed to extend hours of operation in Fremont to cover commute hours, as well as weekday and Saturday service.

THE COVER—More than 124,000 people make their home in the 96-square-mile area of Fremont, where interim bus service is scheduled to start July 15. The aerial photo shows the Nimitz Freeway going from lower left to upper right. Fremont Blvd. runs from bottom to top in center of photo. Buses will connect outlying areas with central Fremont and BART station.

Cost of living allowance upped; Retroactivity issue unresolved

All employees on an hourly wage rate received an additional 11 cents per hour increase in cost of living allowance in two separate actions taken during early May.

As a result, the cost of living allowance was increased to a total of 36 cents per hour.

Salaried employees received an equivalent percentage increase.

Lifting of Economic Wage Stabilization Guidelines resulted in an eight cents per hour boost effective May 1.

The District agreed to pay an additional three cents an hour effective May 12, in compliance with a portion of an award made by an arbiter relating to the decision on calculating quarterly adjustments.

At the same time, the District sought a court ruling to determine legality of remaining portions of the award, including retroactive pay.

Pending final decision, the District began recording the amount which would be payable to each employee under the arbitration award, including retroactive pay.

The award, dated May 7, came out of arbitration between the District and Division 192, Amalgated Transit Union, on issues of the cost of living provision in the contract.

The award gave union members an additional 88 cents per hour cost of living for a total of $1.13.

Five pensioners, all with long service, die

Five pensioners, all with many years of service with AC Transit or predecessor companies, died recently.

George W. Ziegenfuss, Supervisor of Claims until his retirement on April 1, 1971, died April 28 in Albany, where he had lived for 46 years. He was 79.

A 40-year veteran with public transportation in the East Bay, Ziegenfuss' long career included service as a streetcar conductor, motorman, dispatcher, clerk and personal injury supervisor.

Over the past years he had been active in Boy Scouts and the American Red Cross. An accomplished ballroom dancer, Ziegenfuss maintained memberships in five different dancing clubs.

He is survived by his widow, Edna; son, Donald, and daughter Ellen Smith of San Lorenzo.

Thomas P. McLean, Seminary Division superintendent at the time he retired on April 1, 1967, died March 20.

McLean's career began Feb. 27, 1923.

A resident of San Leandro, he is survived by his widow, Gladys, and a daughter, Pauline Robinson of San Lorenzo. He was 74.

Charles J. Rice, who retired Sept. 1, 1958, as a supervisor after a 39 year career dating back to June 19, 1919, died March 7 at the age of 76.

Rice lived in Oakland and is survived by two daughters, Gertrude and Patricia, also of Oakland.

Samuel W. Rose, whose career spanned the period from June 12, 1922 to June 1, 1958, died March 31 at the age of 90.

Rose, a ticket taker, lived in San Mateo. His survivors include a daughter, Marie Balestrieri.

Peter J. Zanoni, a Key System watchman who retired January 1, 1955, after 35 years in the business, died April 13 at the age of 81.

He is survived by his widow, Carmelina; son, Robert, and daughter, Gloria Judkins.

SILVA AT THE PALACE— Friends debate whether this shot of George Silva, taken during the late '40s at the Palace Hotel in San Francisco, bears a stronger resemblence to Ray Bolger or Howard Cossel.

Silva looks back on two full careers; No regrets at trading band for bus

George Silva has been beating the drum for safety as an instructor in the Training Department for 16 years. But off-duty, George marches to the beat of a different drum, the one he has played for better than 45 years.

Silva is one of those fortunate people to have two fulfilling careers in a lifetime, although he'd be the first to admit that the "glamor" of working as a professional drummer for 20 years has its limits.

"It was good while it lasted," he says, "but the ups and downs were rough. One day you're on top, and the next day you're on the bottom."

After graduating from McClymonds High School in Oakland in 1932, Silva started traveling as a musician. His first job was aboard the passenger ship Santa Ana.

Summer months he performed at resorts, like Hoberts in Lake County, with former Assemblyman Don Mulford's band. Most of his "gigs" until 1936 were pretty casual, he recalls, although he did have a steady spot at the old Pantages Theater in Oakland.

In 1937 Silva went on the road for a three-year tour with the Ken Harris Band, playing hotels and nightclubs in 35 states. Then as now, Silva says, "going on tour is the only way you can make it as a musician, and it's a hard grind, a young man's game."

During World War II Silva played in the Army band, backing up USO tour performers such as Errol Flynn, Edgar Bergen, Marjorie Reynolds and Joe E. Brown.

He met his wife Mavis in Mineral Wells, Texas, and eight months later they were married.

REMEMBER WHEN?—That's Silva at the drums, with the Ken Harris Band in the late 1930s.

Returning to the Bay Area, Silva kept the beat steadily from 1946 to 1953 with Walt Nobriga at the Tropical Club in Oakland and at the Palace Hotel in San Francisco. His daughter Joyce, now Mrs. Ronald Lucchesi, secretary for the trial lawyers in AC Transit's Claims Department, was born in 1947.

"It was a pretty precarious life," Silva recalls, "and with a family to support, I started looking around for

(Continued to Page 8)

THANKS, EVERYBODY—Two youngsters who benefit from UBAC support at a local day care center stop in to say thanks to award-winning contributors. Accepting awards are (l-r) Tony Lucchesi, for Div. 4; J. T. Goodman, for Transportation Department, and John Krajcar, for Division 2.

JOB WELL DONE—Walter Martin displays placque received for outstanding performance as District UBAC chairman.

THE FRONT LINE—United Bay Area Crusade campaign workers receiving commendations include (l-r) Richard Bertz, Glenn Ashmore, David Rodrigues, Carl Knutson, Generva Gross, Andrew Phillips, and Avonne Bradshaw. Not shown: George Akers, Loren Ball and Charles Farrell.

United Crusade honors District employees For 'digging a little deeper' to help needy

It's easy to be generous when it doesn't cost you anything. But in such times of tight money and rising costs, those who dig a little deeper to help the less fortunate show their true stripes.

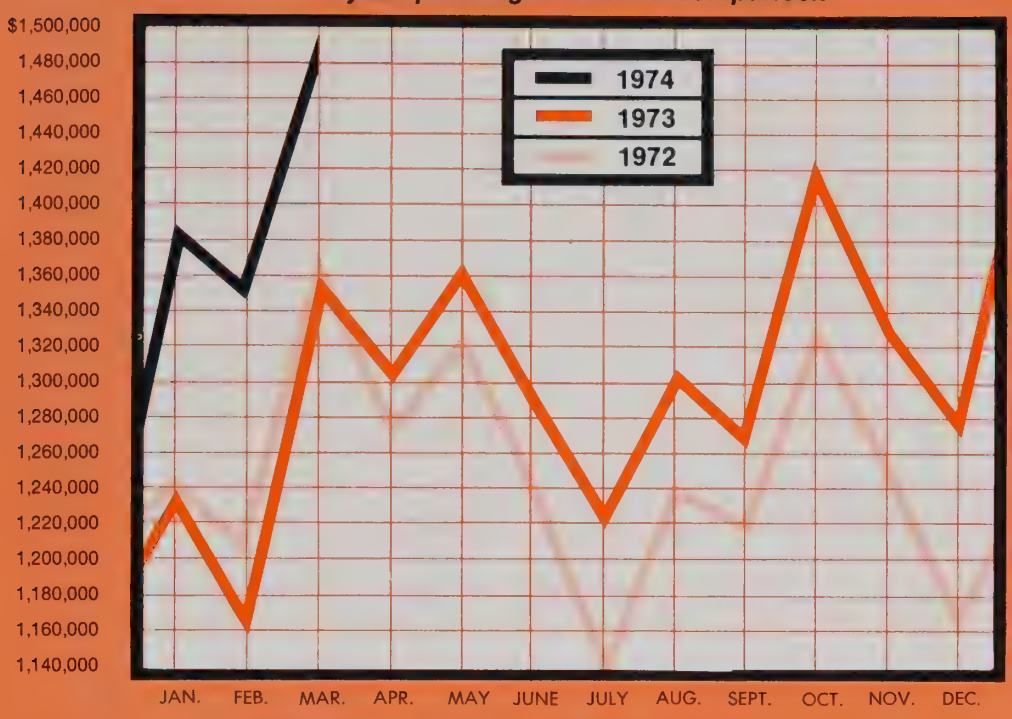
Recently the United Bay Area Crusade, in recognition of the generous contributions of AC Transit employees in the last campaign, presented awards to District campaign workers, to representatives of the outstanding departments and to Walter Martin, UBAC chairman and assistant to the controller for AC Transit.

Martin noted that with an approximately 15% increase District-wide over last year's contributions, "these awards are shared equally by every employee who gave a little more so that UBAC agencies would not fall behind in these difficult times."

Accepting an Honor Award for supervisors of the Transportation Department was J. T. Goodman, Transportation Manager. This group recorded a 63.6% increase in giving over last year, with a total of 92.5% participation and an average contribution of $30.93, the highest average of any group at AC Transit.

A Merit Award, accepted by John Krajcar, Manager of Purchases and Stores, went to all departments at Division 2. This division collected almost $9,500, the highest overall contribution of all divisions.

Division 4 recorded a 35.5% increase over last year's contribution, the largest increase among the divisions. Accepting an Honor Award for Division 4 was Tony Lucchesi, Manager of Maintenance.



More gains recorded

Revenue and ridership showed strong gains again for the month of March compared to a year ago, reflecting a twelve month trend.

Total passenger revenue for the month was $1,499,611, *up* $139,125 *or* 10.2 *percent above the* $1,360,486 *collected during March,* 1973. *East Bay revenue was* $782,888, *up* $102,492 *or* 15.1 *percent above the* $680,396 *put into fare boxes last year. Transbay revenue was* $716,723, *up* 5.4 *percent or* $36,633 *from the* $680,090 *collected in March,* 1973.

Commute book sales jumped 7.5 *percent above last year, up* $22,387 *to* $320,331 *as opposed to the* $297,944 *collected in March,* 1973.

Buses carried 5,159,848 *passengers in March, up* 12 *percent or* 551,021 *riders above the* 4,608,827 *carried during the same month last year. East Bay riders totaled* 3,704,671, *or* 477,050 *more than last year's figure of* 3,227,621, *an increase of* 14.8 *percent. On transbay lines, patronage jumped* 5.4 *percent with* 1,455,177 *patrons riding, representing an increase of* 73,971 *above the March,* 1973, *figure of* 1,381,206.

Nationally, the transit industry indicated an increase of 3.68 *percent in total passengers carried.*

Operating costs during March were $2,683,296, *up* $481,256 *or* 21.9 *percent above year-ago expenses of* $2,202,040. *The system operated* 2,338,996 *miles of service during March, an increase of* 28,595 *miles or* 1.2 *percent compared to the same month last year.*

Total income of $2,826,335 *left a deficit of* $87,227 *after meeting full bond debt requirements.*

Actions of the Board

At an adjourned regular meeting April 24, the Board of Directors:

- Awarded contract for furnishing uniform shirts to Oakland Pants Factory, on motion of Director Rinehart.
- Approved in principle entering into a contract with City of Fremont for operation of local bus service, on motion of Director Berk. (See story, Pg. 3)

* * *

At an adjourned regular meeting May 15, the Board of Directors:

- Approved leasing additional bus storage space opposite Emeryville Division and adjacent to Seminary Division, with option to renew lease, pending negotiations to buy property within reasonable time, on motion of Director Nakadegawa.
- Approved renting additional office space at Latham Square Bldg., on motion of Director Nakadegawa.

Directed preparation of resolution on Proposition 5, on motion of Director Nakadegawa.

- Approved execution of an agreement with the City of Fremont for operation of local bus service, on motion of Director Fujii.
- Authorized advertising for bids for 300 coach stop poles, on motion of Director Copeland.
- Awarded contract for 25 bus shelters, with option for 35, to Colombia Equipment Co., on motion of Director Rinehart.
- Authorized Treasurer-Controller to attend conference on public finance, on motion of Director Copeland.
- Authorized District counsel to take appropriate legal steps to determine legality of arbitrator's award on cost of living, on motion of Director Rinehart. (See story, Pg. 4)

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Joseph McCord, Editor

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GORDON G. WADSWORTH — Safety Engineer
LOWELL D. WEIGHT — Treasurer-Controller

Today Instructor Silva drums Mostly for fun and relaxation

(Continued from Page 5)

something with a little more security. I knew I enjoyed working with people, and a job as a bus driver seemed like just the ticket. I've never regretted the decision."

He became a driver in 1953 and was promoted to training instructor in 1958.

In the intervening years, Silva has continued to play "mostly for fun and relaxation" with municipal bands in Oakland, San Leandro and Fremont.

"There's a lot to be said for a regular paycheck," he says with a smile. "I'm glad for the experience, but I'm gladder still that today I can sit down to play the drums for fun, knowing I have a good job to go to every Monday morning."

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Transit-Times

All signs point To busiest Year yet

INSTITUTE OF TRANSPORTATION STUDIES
UNIVERSITY OF CALIFORNIA

Wadsworth ends 'Happy accident'

Gordon Wadsworth is the last man you'd expect to describe his career as "one big happy accident."

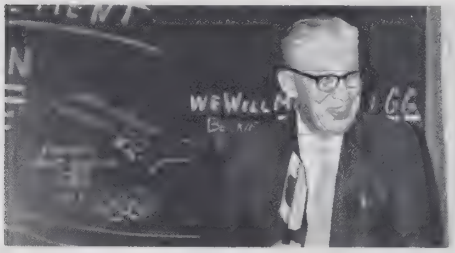
The long-time Safety Engineer, who retired this month after nearly 40 years in East Bay public transit, has a natural aversion to the word "accident." But looking over his career, it seems a pretty good description.

As a young man fresh out of college with a mechanical engineering degree and a Depression going on, "you took what work you could get and thanked God for it." He worked in a pulp mill in his native Washington, then put to sea, and finally landed in the Bay Area to work in a ship repair yard.

In July 1933, he joined Key System as an electrician. In 1938 he put in for the only assignment he ever actually applied for, in the Power and Meter Dept., working at the Mole Substation.

After a stint in the Navy, he returned to Key System as a junior engineer. When National City Lines bought control of Key System in 1946, they began to abandon engineering, "and finally I was the only one left," says Wadsworth.

"In 1953 I was given the choice: take



over safety engineering for Key System Transit Lines or find someplace else to work. It was an easy decision!"

One Friday in 1958 he got a call asking him to take over the training function; the following Monday he started in.

In 1961, after AC Transit went into operation, he assumed additional responsibility for employment of drivers and mechanics.

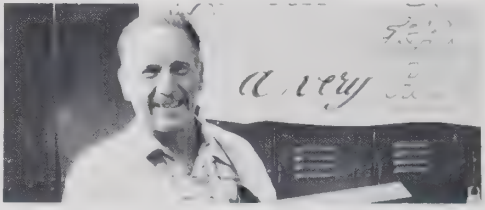
Fun in the future will be "strictly spur-of-the-moment things." He and his wife, Betty, plan to travel from their Lafayette home to "wherever the mood takes us," and to spend more time with their daughter, Linda, and grandson, James.

Lauricella goal: 'Staying young'

Frank Lauricella, a man who "always tried to stay young," retired this month after a transit career of 45 years.

Lauricella, a mechanic AA, started as a cleaner on August 26, 1929. He remembers he was paid 32 cents an hour.

Subsequently he held numerous jobs



in the maintenance department, including pitman, wrecker operator, and mechanic, retiring as a building maintenance mechanic and the man with longest service in his department.

"There were many good times and I made lots of friends," says Lauricella, "but there was also lots of hard work."

Lauricella was born in Oakland in 1909 and attended local schools. "But mostly, my education came from the college of hard knocks," he declares.

He and his wife, Josephine, have three children, 13 grandchildren, and are looking forward to the birth of a greatgrandchild later this year.

Frank has no long range plans for retirement other than a trip to New England this fall. He also plans to take up cooking as a hobby, but above all, he says, "I plan to stay young; that's the only way to live."

Transbay, special fares raised To help offset unfunded deficit

Transbay fares on AC Transit buses will go up July 1 to help pay for increased service and skyrocketing costs.

Cash fares will be increased across the board five cents. In addition, the special discount for commuters will be eliminated.

Fares on buses which operate to special events, such as buses which carry riders to Oakland Coliseum for Raider games, will be raised 25 cents.

Unfunded deficit projected

The Board of Directors took action on the new tariffs early this month after considering a preliminary operating estimate that projects a minimum unfunded deficit of over $5.5 million for the 1974-75 fiscal year. The unfunded deficit this year is estimated at $702,000.

The deficit does not take into account any change in wage or fringe benefits, but is based on the current labor agreement which expires June 30, Alan L. Bingham, General Manager, told directors.

Labor negotiations

The District and Division 192, Amalgamated Transit Union, are in negotiations on a new labor contract.

The increase of $4.8 million over the unfunded deficit estimated for the current year was attributed to additional service demand and increasing cost of supplies.

As an example of inflationary costs - and the problem which faces other transit districts and business in general - fuel costs for the District were $692,227 during the 1972-73 fiscal year. For the current year, 1973-74, costs zoomed to an estimated $1,137,000. For the coming fiscal year, fuel and oil are estimated at $2,329,000, Bingham explained.

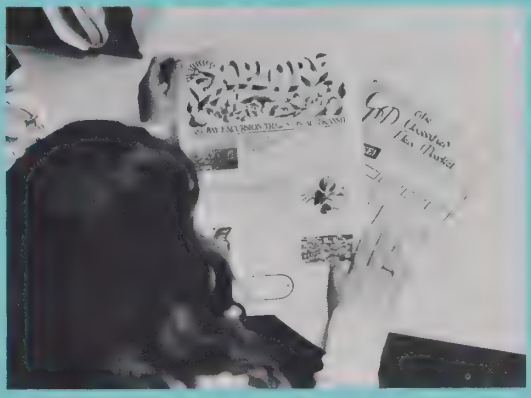
The raise in transbay fares is expected to offset the unfunded deficit by $1 million while the increase in fares for special service is expected to increase revenues by $63,000.

State aid sought

The District vigorously is seeking aid from the State Legislature to provide additional funding during the coming year, Bingham told directors.

The estimate for the new year projects expenses of $36,518,350; depreciation, amortization and bond debt requirements of $3,113,055, or a total projected budget of $39,631,405. Property tax proceeds, at the current consolidated rate of 31.1 cents per $100 of assessed valuation, are projected at $10,527,000; local transportation funds at $4,854,000 and fare box revenue at $16,810,700.

REACHING NEW RIDERS —Searching for new ways to reach off-peak service riders, two four-page inserts were published this month in an unusual medium: The Classified Flea Market. The inserts contained informal articles on places to go and things to do by bus. Flea Market is distributed free through local grocery chains, liquor stores, various retail outlets. Circulation is estimated at 190,000.



New services require maximum effort

Activity level reaches high peak

As AC Transit's fiscal year drew to a close, the level of activity reached a peak unmatched in recent history.

In addition to the regular business of providing public transportation for nearly 5,000,000 passengers a month, the District was neck-deep in a variety of projects involving new services.

- Next month the District expects to commence Dial-A-Ride service in Richmond and midday fixed route service in Fremont.
- Talks continued on details of operating, under contract, express bus extensions to and from BART stations in suburban areas.
- The countdown continued on service changes connected with the start of BART operations under the Bay to San Francisco.
- Planning was underway for the late summer demonstration of two articulated buses from Europe.

Drivers in training

Dial-A-Ride start-up in Richmond and the new service scheduled for Fremont sent a number of operators back to training.

Twenty-five drivers and nine controllers were involved in Dial-A-Ride instruction, while approximately 200 operators—many of them from the extra board—were receiving training on Fremont streets and routes.

Both services are scheduled to start July 15.

In Richmond, work was proceeding on the cutting down of regular 35-foot coaches to tailored buses, 29 feet in length, suitable for operation of a door-to-door service.

A control room was under construction in a section of the main Richmond Division building.

Graphics were completed to inform residents on how to use Dial-A-Ride. In line with the cooperation between the Richmond Model Cities Program and AC Transit, Model Cities workers were planning house-to-house deliveries of informational material. Posters and brochures also were being taken to business firms in the Dial-A-Ride area.

Informational map boards, showing boundaries of the experimental service, were ready for installation at key destinations, including the BART/Richmond station.

THE COVER—Jack Rutherford and Terry French of the Maintenance Department are two of many AC Transit employees busy at work on myriad projects involving new service. Photo at top shows headsign readied for installation in Dial-A-Ride project; below, a headsign for Fremont service.

TRIP SWITCH—John R. Ramos displays new farebox he built for Fremont service. Revenue collected in Fremont will be funneled to one side of the farebox by turning key (shown in front). When bus is running in regular AC Transit service areas, revenues are channeled to other side of the farebox.

Information, please

A new phone number for Dial-A-Ride—237-7777—and a new toll-free number for transit information for Fremont—797-6811—were added to the District's telephone system.

New headsigns were prepared for coaches designated for both operations; some 250 bus stop poles were being in-

in June

stalled in Fremont, ready for the addition of bus stop signs.

A leaflet, telling Fremont residents about the service being provided by AC Transit under contract with the City of Fremont, was readied for inclusion in bills being mailed by East Bay Disposal.

Buses for the midday Fremont operation were being refurbished; radios were being installed to give the Fremont coaches an electronic contact with Central Dispatching headquarters.

A divided farebox was designed and installed. The design will keep Fremont revenue separate from regular AC Transit revenue and permit an accurate accounting. (Buses will operate in AC Transit service during peak hours and on Fremont lines midday and on Saturdays.

BART-connected activity

Meanwhile, talks continued on management level on details of an agreement between BART and AC Transit, whereby the bus system, as an independent contractor, would operate express bus service in suburban areas to and from appropriate BART stations.

Various departments also were moving along on coordination of bus service with start of BART transbay service.

European "visitors"

The District, along with other transit properties, expects to gain valuable experience on feasibility of using articulated buses with the scheduled arrival of two different hinged buses from Europe.

Coming from Sweden, by way of the Pacific Northwest, is a 59-foot long bus built by Volvo for Stockholm's local transit network. It is scheduled to arrive in the Bay Area in August for a two-week testing period. The bus seats 74 passengers.

FINISHING TOUCHES—Maintenance workers wash down one of 13 Dial-A-Ride buses being converted from 35 to 29 feet in length for maximum maneuverability. Door-to-door bus service commences July 15 in Richmond.

An articulated bus manufactured by M.A.N. of Munich, Germany, also arrives in the United States early next month and is expected on the property for a two-week demonstration in September.

The model being sent to this country is 54 feet long and seats up to 52 people. It also accomodates 109 standees.

The M.A.N. bus will be placed in revenue service, giving the District a chance to test the coach and obtain public reaction prior to proceeding with the purchase of new articulated buses for system-wide use.

SIGNING IN—Fremont city traffic engineer Myron Harmon checks his list of bus stop sign locations as George P. Spinella, center, and Lonnie L. Kelly, right, prepare to make an installation. The bus stop poles are being placed throughout Fremont in anticipation of service slated to begin July 15.

FAMILIAR FACE?—Passengers aboard Len Morrow's bus may not know they're riding with a former champion boxer, but they're likely to discover his winning smile.

Former boxer puts his left jab to work Greeting passengers for AC Transit

"Aren't you Len Morrow—the light heavyweight who knocked out Archie Moore at the Oakland Auditorium back in '47?"

Len Morrow, one-time undefeated light heavyweight state champion and No. 1 contender for the national title, is new to the ranks of AC Transit drivers. He joined the District's Richmond Division in April. But he is still a familiar figure to those who knew and loved the fight game a while back.

Big name bouts

His ring career included winning the Northern California Diamond Belt for amateurs in his class and going on to professional bouts with some of the big names in the business.

Besides Archie Moore, he defeated Jimmie Bivins, heavyweight titlist while Joe Louis was in the service; Arturo Godoy, the Chilean fighter who twice met Louis in the ring; Billy Smith, once Morrow's "teacher" who later met defeat at the hands of his pupil; Bert Lytell—and nearly 40 others before Morrow retired in 1953.

"I wanted to be No. 1 in fighting too, but on my terms," Morrow recalls. "When I got within reach of the really big time, the money people began coming around. They said we'll do such and such for you, and in return you get to keep 25% of what you make. I said uh-uh.

"So we dickered back and forth for quite awhile, and finally I decided, well, if that's the way it's gonna be, I guess I have some other things I want to do with my life."

After that, he attended barber college, and still has a little shop in East Oakland.

"I'm a No. 1 barber too," he says with a grin.

Morrow put in a brief stint as a licensed referee, but his favorite job was as campus supervisor at Castlemont and Fremont high schools in Oakland.

Morrow has a wealth of experience just working with his own six children, though he gives most of the credit to his wife, Claressa, a teacher with the San Lorenzo school district.

The Morrow offspring aim for No. 1 as well: Anthony is an AC Transit driver at Emeryville Division; Arlene is with the probation department in Los Angeles; Lenore is in nurses training in San Francisco; Lynne is in pre-med at Stanford; Leonard Jr. is graduating from Berkeley High; Carole attends Anna Head school in Oakland and recently won a scholarship and a trip to Europe to further her musical education (she is a symphonic-caliber cellist).

You might say Len Morrow has had several educations in a lifetime. One lesson he learned young is that "people are like stringed instruments; they respond better to gentle, rather than rough handling."

The benefit of trading his famous left jab for the right light touch with people is obvious in the smile Morrow wears like a champion's mantle. Today the only title he's shooting for is to be "one fine bus driver."

Continued increases shown

Impressive gains in ridership and revenue were registered in April compared to one year ago, continuing a 13 month trend.

Total passenger revenue for the month was $1,486,958, *up* $182,314 *or 14 percent above the* $1,304,644 *collected during April, 1973. East Bay revenue was* $721,451, *up* $64,068 *or* 9.7 *percent above the* $657,383 *put into fare boxes last year. Transbay revenue was* $765,507, *up* 18.3 *percent or* $118,246 *from the* $647,261 *collected in April, 1973.*

Commute book sales jumped 24.7 *percent, up* $70,862 *to* $357,820 *as opposed to the* $286,958 *collected in April, 1973.*

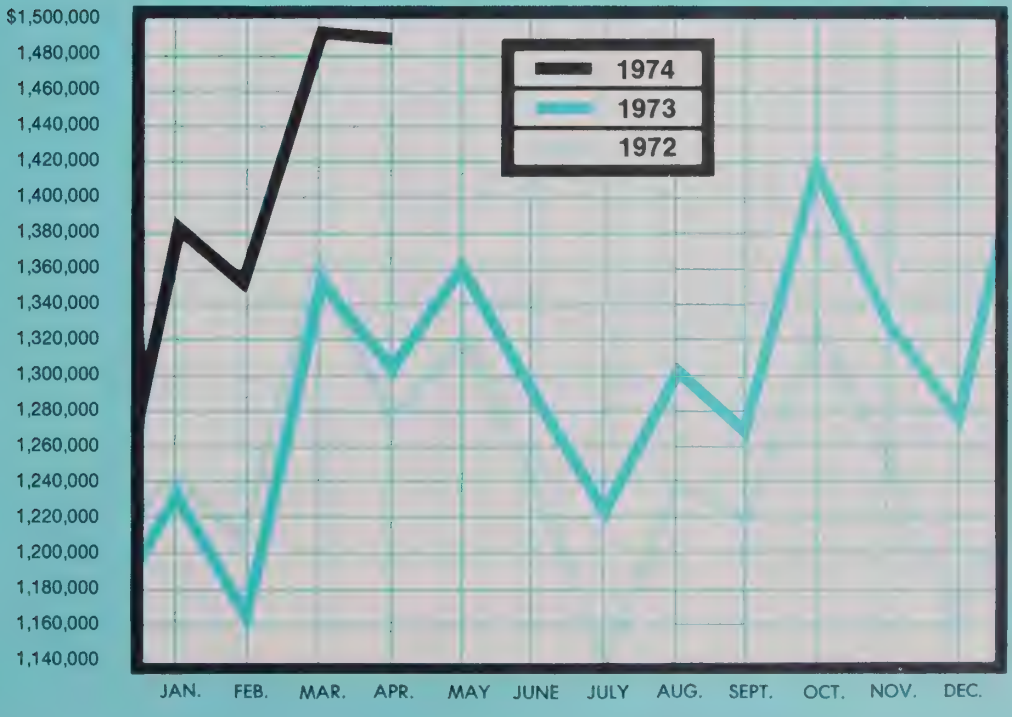
Buses carried 4,980,475 *passengers in April, up* 13.3 *percent or* 584,884 *riders above the* 4,395,591 *carried during the same month last year. East Bay riders totaled* 3,434,822, *or* 332,092 *more than last year's figure of* 3,102,730, *an increase of* 10.7 *percent. Transbay patronage jumped* 19.6 *percent with* 1,545,653 *patrons riding, representing an increase of* 252,792 *above the April, 1973, figure of* 1,292,861.

Nationally, the transit industry showed an increase of 10.5 *percent in total passengers carried.*

Operating costs during April were $2,663,959, *up* $470,823 *or* 21.5 *percent above year-ago expenses of* $2,193,136. *The system operated* 2,356,309 *miles of service during April, an increase of* 176,741 *miles or* 8.1 *percent compared to the same month last year.*

Total income of $2,817,148 *left a deficit of* $77,299 *after meeting full bond debt requirements.*

3 year passenger revenue comparison



Actions of the Board

At an adjourned regular meeting May 29, the Board of Directors:

- Awarded contract to Pacific Pipe Co. for furnishing bus stop signs posts for local bus service within Fremont, subject to compliance with specifications, on motion of Vice President Fujii.
- Authorized advertising for bids for 240 king-size and 120 rear advertising frames, on motion of Director Rinehart.
- Authorized advertising for bids for improvements and expansion of existing radio communication system, on motion of Director Berk.
- Authorized advertising for bids for two-way mobile radio equipment for use in Fremont, on motion of Director Berk.
- Authorized General Manager to exercise option to purchase 60 additional locked-type, non-registering fare-boxes, on motion of Director Berk.
- Authorized service adjustment on Line 82, on motion of Director Berk.
- Authorized installation of bicycle racks on bus to Tilden Regional Park and set fare of 25 cents, in addition to regular fare, for transporting each bicycle, on motion of Director Berk.
- Authorized expenditure of up to $4000 for participation in M.A.N. articulated bus demonstration project, on motion of Director Berk.
- Adopted resolution supporting Proposition 5 on the June 4 ballot, on motion of Director Nakadegawa.

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GORDON G. WADSWORTH ..... Safety Engineer
LOWELL D. WEIGHT ..... Treasurer-Controller

* * *

At a regular meeting June 12, the Board of Directors:

- Awarded contract to Motorola Communication Systems for two-way mobile radio systems, subject to compliance with specifications, on motion of Director McDonnell.
- Adopted new transbay tariff, including the elimination of transbay fare discounts, increasing all transbay fares by five cents, and increasing special service fares, on motion of Director Rinehart. (See story, Pg. 3)

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Vol. 17 No. 1 July 1974

Transit-Times

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Articulated buses to be tested

Our 'Stockholders' Write

I came home yesterday on an 18-A bus from 20th and Franklin in Oakland. Your driver, C. W. Dunn, was most concerned in helping a blind man get off the bus and making sure someone assisted him across the street to a bench. We all went away happy—and so very pleased.

Mrs. P. C. Pederson
Oakland

* * *

Each and every person I've spoken to at AC Transit Information has impressed me with their courtesy and helpfulness. I would especially like to thank Operator 19 *(Rosalie Moore)*. She gave me the information I needed but failed to ask for. I know that, especially now, your people must be very busy, but they have a way of making me feel I'm the only person who matters.

Evelyn Kennedy

* * *

R. W. White has a cheerful or humorous word for everyone. Some people look pretty glum when they get on his bus, but they're smiling when they leave. Great way to start the day . . .

Flora Chodan
Berkeley

* * *

There have been increasingly larger numbers of people taking the "S" bus in the mornings and by the time the bus reaches my stop (Paseo Grande and Paseo Largavista), it is crowded and many patrons have to stand.

This is the rule and not the exception on most of the buses since the ones prior are also filled to capacity quite often by the time they reach my stop . . .

Am extra bus would fit quite nicely between the 7:09 and the 7:18 bus, since there's quite a wait there.

Mrs. E. R. Nikkola
San Lorenzo

(Checks indicated an adjustment was in order. An additional trip and a six-minute interval between buses now is being provided in morning commute hours.—Ed.)

* * *

Having grown up in suburban California, I have always considered a car a vital organ until the recent gas crunch. Living on the 7 line has made it possible for me and my wife to cut our automobile usage drastically . . .

In a time when everything else in our society seems to be falling apart, it's really nice to have a courteous, dependable, clean transit system. Keep up the good work!

Looking forward to extension of Line 7 service to Sunday and night buses and more frequent daytime runs.

Daniel L. Peletz
Berkeley

(Thanks for kind words. At present limited night and Sunday patronage on Line 7 makes it economically unfeasible to further extend service, but we are keeping it in mind in further transit planning.—Ed.)

Riders may have chance To test two new articulated buses

Bus riders, hopefully, will have a chance soon to decide how they like European-made articulated buses — the long kind which are hinged in the middle to go around corners.

Two double buses, one a Swedish-made and one of German manufacture, are expected to be tested sometime this Fall, after the current drivers' strike ends.

The Swedish bus is due to arrive first for a two-week test, followed by the German bus for a similar test.

Both buses will be used on East Bay and transbay lines with passengers asked for their reactions.

THE COVER—The two articulated buses scheduled for testing by AC Transit are, top, the M.A.N. bus and, below, the Volvo version.

Rider opinion will play an important part in the District's plans to buy, initially, 30 articulated buses for use on heavily patronized lines. Estimates of future needs call for acquisition of up to 156 of the articulated units.

"We will be able to test public opinion and, at the same time, see how articulated buses perform on different East Bay streets, including hilly terrain," General Manager Alan L. Bingham said.

Opinions of bus drivers and maintenance personnel also will be recorded.

The first bus to be tested is a diesel-powered vehicle built by Volvo for Stockholm's transit network. It is scheduled to arrive at the Emeryville Division yard this Fall for two weeks of service.

The Volvo bus was obtained by Seattle's Metro Transit for testing on several West Coast transit properties.

In addition to the testing by AC Transit, the coach has been scheduled for tests by Golden Gate Transit and Southern California Rapid Transit.

The red and grey Volvo bus is 60 feet long and seats 75 people. It turns on a shorter radius than does a 40 foot coach, and bends around corners without a bobble.

The second bus to be tested was built by Maschinenfabrik Augsburg Nurnberg (M.A.N.) of Munich, West Germany. It is 54 feet long, has a 63-seat capacity and is light yellow with red stripes.

Members of the "Superbus" Project, formed to develop a bus with substantially larger passenger carrying capacity, include: New York City Transit Authority, City of Chicago, Port Authority of Allegheny County in Pittsburgh, Pa., Southeastern Michigan Transportation Authority in Detroit, Dallas Transit System, Southern California Rapid Transit District in Los Angeles, the Seattle Metro and AC Transit.

AC Transit's successful experimentation with its 77-passenger articulated bus, the Freeway Train, acted as a springboard for a nation-wide investigation into use of high capacity buses — both articulated and double deckers.

Eight years experience

Since March, 1966, AC Transit has operated the only modern double bus in urban transit in the United States and has had considerable experience with its articulated bus on transbay lines.

Along with increasing operating efficiency, the Superbus Project has objectives of providing more seats for passengers and eliminating standee problems. A high capacity bus also can reduce boarding time through use of a wide front door which allows customers to board while passengers are leaving, Bingham said.

Highest paid drivers

Strike shuts down AC Transit

AC Transit bus drivers had the highest hourly wage rate in the nation when Division 192, Amalgamated Transit Union, took members out on strike June 30.

At $6.62 per hour, District bus drivers topped the ten highest paid coach operators in the nation.

As of July 1, Chicago Transit Authority was in second place of "highest paid" with bus operator hourly earnings of $6.53½. New York Transit Authority, traditionally one of the highest in operator pay, has a driver wage of $6.22½ per hour and is fifth on the list.

San Francisco Municipal Railway operators were at $5.87¼ per hour, subject to adjustments retroactive to July 1. While their new pay rate had not been finalized, San Francisco expected to follow the rate of New York Transit — $6.22½ an hour.

Drivers for Golden Gate Transit were being paid $5.80 per hour.

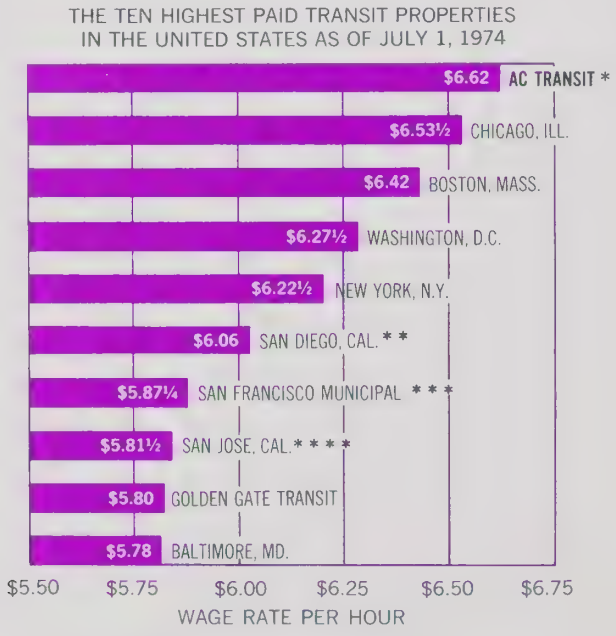
AC Transit made it clear it wanted its employees to go back to work, either while negotiations continued, or while all issues were submitted to final and binding arbitration.

Upon return to work, employees would receive the same amount of pay they were getting when the contract expired June 30.

For bus drivers, the pay would be $6.62 per hour, including the full $1.13 per hour in cost of living increases they were receiving June 30. The pay would continue until a new contract is either negotiated or arbitrated and signed.

The new contract would be retroactive to the date employees returned to work.

Very substantial issues remained


THE TEN HIGHEST PAID TRANSIT PROPERTIES
IN THE UNITED STATES AS OF JULY 1, 1974
$6.62 AC TRANSIT *
$6.53½ CHICAGO, ILL.
$6.42 BOSTON, MASS.
$6.27½ WASHINGTON, D.C.
$6.22½ NEW YORK, N.Y.
$6.06 SAN DIEGO, CAL. * *
$5.87¼ SAN FRANCISCO MUNICIPAL * * *
$5.81½ SAN JOSE, CAL. * * * *
$5.80 GOLDEN GATE TRANSIT
$5.78 BALTIMORE, MD.
$5.50 $5.75 $6.00 $6.25 $6.50 $6.75
WAGE RATE PER HOUR

* As of June 30.

* * Now in arbitration for an additional .28¢ C·o·L.

* * * Subject to retroactive adjustment.

* * * * Currently in labor negotiations.

unresolved in many sections of the contract as Transit Times went to press.

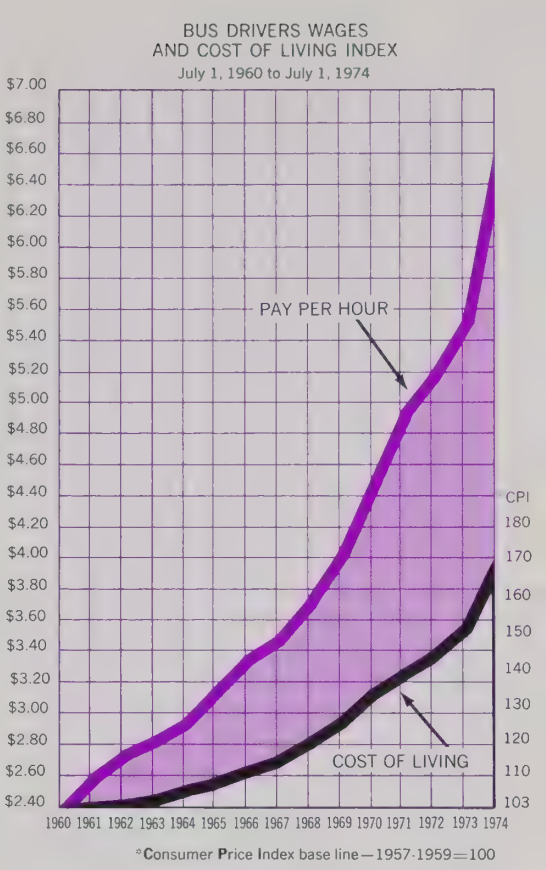
"We are millions of dollars apart," Alan L. Bingham, general manager, said.

"The estimated cost of AC Transit's last written proposal to the Union would add $16.5 million to the District deficit during a three-year period.

"The estimated cost of the Union's last written proposal to AC Transit — also for a three-year period — would add $46.7 million to the deficit," Bingham pointed out.

Translated into a property tax increase, the Union proposal would move AC Transit's present tax rate of 31.1 cents per $100 of assessed valuation to 93 cents per $100 in the third year of the contract.

Bingham pointed out that the District has severe financial limitations for improvements to the labor agreement and that provisions already offered to the Union just in the first year would use all of AC Transit's uncommitted cash reserves and equipment replacement funds.



Annexation plans move ahead

Annexation of the cities of Fremont and Newark to the AC Transit District moved a step closer to reality this month when the Board of Directors approved the first reading of an ordinance setting forth the terms and conditions of the agreement.

The Board set a public hearing for August 14 when they will consider calling an election to be held November 5 for voter approval within the two communities. The ballot proposition would require a simple majority for annexation.

Under the proposed annexation agreement, Fremont and Newark would form a separate district from the current AC Transit area. A maximum property tax rate of 33 cents per $100 assessed valuation to cover operations in Fremont and Newark also will be before voters of the two cities on November 5. AC Transit's present area will continue to operate separately under the consolidated tax rate of 31.1 cents per $100.

The remaining Southern Alameda County city, Union City, also has expressed its intention of placing a similar tax rate proposal before its voters; however, an annexation plan will not be included. Bus services from the Fremont-Newark area will be dovetailed into Union City's system under current plans.

The Fremont-Newark system will provide bus services to schools, shopping centers, BART stations, offices and other activity centers for more than 150,000 residents of the area.

What the Editors are saying about transit

Examiner Editorial Page

The huge deficits of public transit

The disruptive strike of AC Transit bus drivers demonstrated anew both the importance and the financial fragility of the Bay Area's publicly owned transit systems.

The Bay Bridge and freeway jams resulting from the strike were traffic nightmares. The extra vehicle load thrown on downtown San Francisco streets was intolerable. So were the waste of gasoline and the increased vehicular smog levels.

AC Transit resisted its drivers' wage and benefit demands because the system's financial situation is desperate, with a $4.5 million uncovered deficit looming this year even before the new wage settlement. It must raise fares, cut services or find a new source of subsidies.

All public transit systems in the Bay Area are in the same bind. The operating deficit of San Francisco's Municipal Railway will be around $35 million this year. BART's operating deficit is put at $12.3 million. Golden Gate Transit will lose $5 million. The new Santa Clara Transit cannot possibly break even.

The Metropolitan Transportation Commission (MTC) recently forecast aggregate operating deficits for the five systems over the next five years of $421.6 million. That sum is $177.6 million more than is now in sight from all sources.

Because of high labor and fuel costs, the systems can't possibly cut their losses at current fares. Nor can they raise fares without losing riders. Service cutbacks would only compound their problems and throw more private cars on city streets. New subsidies are the only answer.

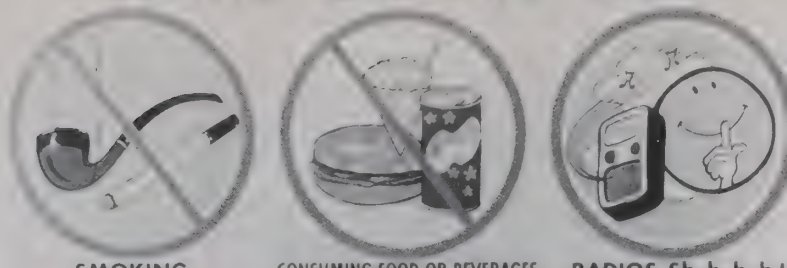
Several bills are pending in Congress that would provide operating subsidies. But their fate cannot be predicted, nor the amount of money they might provide. The Bay Area can neither wait for nor rely upon such a federal rescue.

A recent MTC staff report said that only the California Legislature can meet this problem. We agree entirely.

The legislature is considering an extension of the BART one-half cent sales tax to deal with BART's deficit. BART may not need the full half-cent. If not, part of it should go to Muni and AC Transit. The legislature should also consider the MTC staff suggestion that the half-cent tax be extended to Marin, Sonoma, Santa Clara and perhaps other Bay Area counties.

The problem is clearly defined. So is the legislature's responsibility. If it fails to act, it will hasten the day of a transportation crisis.

While On The Bus



REMINDERS—Colorful decals, reminding passengers that smoking, eating and radio playing is not allowed on buses, have been pasted inside all coaches.

Door-to-door transit study planned

A door-to-door study to find out what type of transit service a community needs to sucessfully attract residents from cars is being launched by AC Transit.

El Sobrante, in western Contra Costa County, has been chosen as the pilot area for the study because of difficult terrain, scattered housing, locations of schools and business centers.

The District's Board of Directors this month approved a Joint Exercise of Powers Agreement between AC Transit and the Metropolitan Transportation Commission, to get the test underway.

Two thirds of the cost will be paid by the Federal government but the Board authorized $8,280 in cash or creditable services as the District's share of project costs, estimated to total $24,840.

The project, which will require six months, will stress 100 percent coverage of households, businesses and community representatives within El Sobrante.

Questionnaires will be designed to determine what kinds of trips are made by each person, their frequency, the transportation modes used, times of day involved, origins and destinations.

Residents will be asked about their desires for transit services for work, shopping, school or other purposes; what connections are sought to BART stations — and which stations — also will be included in the survey.

From the results will come recommendations for service improvements, both in El Sobrante and in other areas.

AC Transit buses popular With horse racing fans

One of every six horse racing fans who attended the spring races at Golden Gate Fields in Albany rode to and from the track aboard an AC Transit bus.

The spring meet attracted 800,510 fans, 137,278 of whom were bus passengers.

Revenue from these special runs totaled slightly more than $200,000, up $17,000 from the $183,000 earned during the 1973 racing season.

TOURS STILL SCHEDULED—With the end of the bus drivers' strike, AC Transit Summer Fun Tours will be resumed and extended into the fall. Hostess Leahanna Woo will be one of the young ladies greeting passengers.

Charles C. Adams
Transportation
Emeryville

C. P. Bieneman
Maintenance
Emeryville

Tyrone Bowman
Transportation
Emeryville

David J. Carter
Transportation
Richmond

Peggy A. Chambers
Transportation
Seminary

David W. Duemling
Transportation
Richmond

John M. Edwards
Transportation
Seminary

Charles J. Ferrell
Transportation
Seminary

Timothy J. Ford
Transportation
Richmond

Ceasar Johnson
Transportation
Seminary

Michael E. Kain
Transportation
Seminary

Benedict Kucala
Transportation
Emeryville

Leon Maxwell
Transportation
Emeryville

Benjamin McCoy
Transportation
Richmond

Leonard D. Morrow
Transportation
Richmond

Leonard C. Nunes
Transportation
Emeryville

Robert J. Parker
Transportation
Richmond

Lawrence A. Pedro
Transportation
Seminary

NEW EMPLOYEES

AC Transit welcomed these new workers in April, May and June

James T. Christie
Transportation
Emeryville

G. Crutchfield
Transportation
Emeryville

Inge Dietrich
Transportation
Richmond

Loyd E. Downey
Transportation
Seminary

Hezzie L. Gee
Transportation
Richmond

Alvin E. House
Transportation
Richmond

Ronald B. James
Maintenance
Seminary

Andrew L. Jefferies
Transportation
Emeryville

Anthony Johnson III
Transportation
Seminary

Kenneth D. McKim
Transportation
Seminary

Elizabeth McMillan
Transportation
Emeryville

Hardy Moore
Transportation
Richmond

Charles Morgan
Transportation
Richmond

Johnny "OJ" Porter
Transportation
Richmond

David E. Rettig
Transportation
Emeryville

John H. Thomas
Transportation
Emeryville

Frederick F. Trott
Transportation
Richmond

Cratry Vaughn
Transportation
Seminary

Larry G. Watson
Transportation
Richmond

Francis W. Wells
Transportation
Seminary

Eugene A. White
Transportation
Seminary

Vernon E. Williams
Transportation
Emeryville

Two employees, four pensioners die

Two District employees and four pensioners, all with long transit careers during earlier years, died recently.

Thomas A. Pratt, a 54-year-old driver, succumbed to cancer on May 30. A 31-year veteran, Pratt is survived by his widow, Grace, of Hayward.

John E. Williams, a mechanic, died at his Fremont home May 16, following a heart attack. Williams, 45, began his transit career in 1953. He is survived by his widow, Carmen, a daughter, Esther, and a son, John Jr.

William E. Johnson, a 29-year veteran with Key System, AC Transit's predecessor company, died May 9 in Saratoga at the age of 91. A bus driver at the time of his retirement in 1954, Johnson is survived by his widow, Leona, and a son, William.

Axel E. Lindsten, who worked in East Bay public transit from 1911 until his retirement in 1955, died May 27 at the age of 85. A former storekeeper at Emeryville Division, Lindsten is survived by his widow, Mary.

William G. Palikaris of Pleasant Hill died June 3 at the age of 84. Palikaris' career spanned the period from Nov. 11, 1928, until his retirement on Feb. 1, 1956. Records do not indicate any surviving family.

Rowland H. Smith, who worked in East Bay transit from June 4, 1923, to July 1, 1958, died May 27 at the age of 85. Smith, who lived in Oakland, is survived by a sister-in-law, Thelma Nielsen.

Drivers continue to aid police Through two-way radio net

Because they are on city streets where crimes and accidents occur, and because of two-way radios aboard the buses, AC Transit drivers have been cooperating with the Oakland Police Department in a program of using the radios to report crimes and accidents.

Under the program, called Radio Alert, drivers report what they see to the District's Central Dispatch office which, in turn, notifies police.

According to police records, bus drivers recently reported three burglaries in progress, two robberies, a fight, a man firing a gun on a city street and the description of a hit-and-run car.

Safe driving goal topped By all divisions during May

All three AC Transit operating divisions topped their safe-driving goal of 13,250 miles per accident during May.

Richmond Division ran its string to five months in a row with a mark of 13,376 during the month.

Emeryville Division drivers had the best record in May — 18,938 safe-driving miles per accident. They had bettered the goal in April, as well.

Seminary Division scored 14,896 miles during May. It was the third straight month that drivers from this division exceeded the goal.

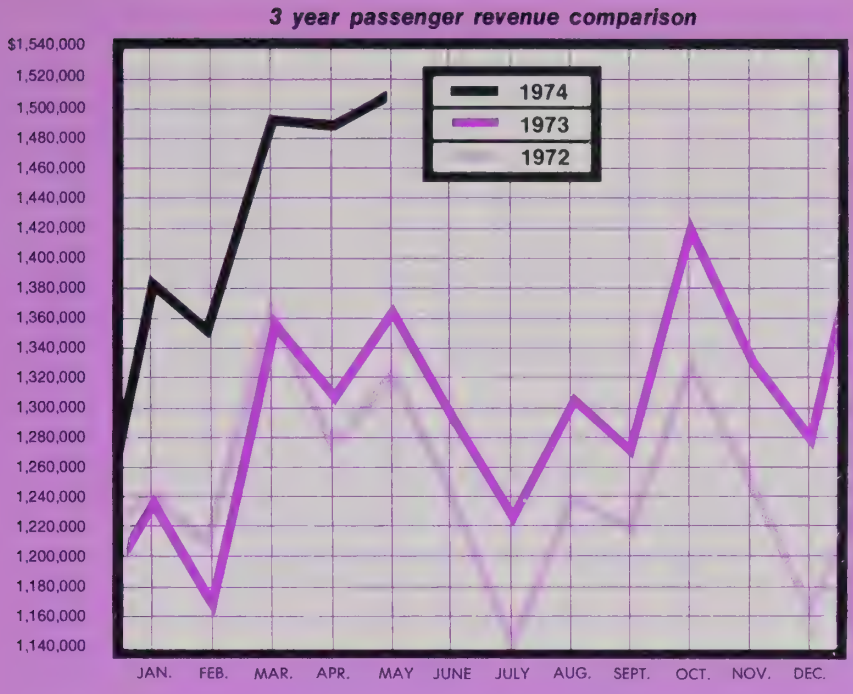
Whenever drivers at any division top the monthly goal, AC Transit provides free coffee and doughnuts.

Passenger to employee Ratio shows a gain

An increase in the number of passengers carried by AC Transit has led to an improvement in the District's passenger to employee ratio.

During 1973, the District averaged 1663 employees and carried 52,106,576 revenue passengers, resulting in a passenger to employee ratio of 31,333 to one.

During the previous year, a total of 50,559,506 passengers were carried by an employee force averaging 1620. The ratio that year was 31,210 revenue passengers for each person on the job.



May figures show continued upswing

Revenue and patronage figures for May showed gains in all categories, the fourteenth straight month of a continued upward trend, with the most impressive gain being in commute book sales. Those sales jumped 16.4 *percent, compared to May,* 1973. *Total sales were* $344,897, *up* $48,588 *from commute book sales of* $296,309 *during the same month a year ago.*

Total passenger revenue for May was $1,510,716, *up* $142,596 *or* 10.4 *percent above the* $1,368,120 *collected during May,* 1973. *East Bay revenue was* $739,724, *up* $52,819 *or* 7.7 *percent above the* $686,905 *dropped into fare boxes a year ago. Transbay revenue of* $770,992 *was up* $89,777 *or* 13.2 *percent above the* $681,215 *collected last year.*

AC Transit buses carried 5,108,944 *passengers during May, up* 423,056 *or* 9.0 *percent above the* 4,685,888 *carried during the month of May,* 1973. *East Bay buses carried* 3,543,355 *riders, up* 240,786 *or* 7.3 *percent above the* 3,302,569 *who rode during May,* 1973. *On transbay lines, patronage for the month totaled* 1,565,589, *up* 182,270 *or* 13.2 *percent above the May,* 1973, *figure of* 1,383,319.

Nationally, the transit industry indicated an increase in revenue passengers of 6.02 *percent.*

Operating costs during May were $2,877,010, *up* $513,747 *or* 21.7 *percent above year-ago expenses of* $2,363,263. *The system operated* 2,420,620 *miles of service during May, an increase of* 127,305 *miles or* 5.6 *percent above the May,* 1973, *mileage of* 2,293,315.

Total income of $2,923,150 *left a deficit of* $183,994 *in meeting full bond debt requirements and operating costs.*

Actions of the Board

At an adjourned regular meeting June 26, the Board of Directors:

• Authorized General Manager to enter into an agreement with the State of California to obtain funding up to $7,500 for testing two articulated buses, on motion of Director Rinehart.

• Agreed to seek cooperation and assistance of appropriate government officials of Alameda and Contra Costa counties, Boards of Supervisors and Mayors of cities served by AC Transit in aiding public transit by allocating portions of General Revenue Sharing Funds for mass transit purposes, on motion of Director Nakadegawa.

• Authorized extension of AC Transit-BART Joint Transfer Agreement to June 30, 1975, on motion of Director Copeland.

• Established advertising budget of $220,000 for fiscal year 1974-75 and approved inclusion of that amount in the 1974-75 operating estimate, on motion of Director McDonnell.

• Increased pension plan contribution from 5.1 to 6.32 percent of gross payroll for fiscal year 1974-75, on motion of Director Rinehart.

• Approved reroutings of Line 88—11th St. and Line T—Oakland-Treasure Island, on motion of Director Berk.

• Authorized leasing of property adjacent to Emeryville Division and expenditure of approximately $5,000 to install security fencing, on motion of Director McDonnell.

• Authorized leasing of 2.5 acres of additional bus storage space at Seminary Division for two years with an option to renew for two years, provided that UMTA grants funds for improvement of property, on motion of Director Nakadegawa.

Transit-Times

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Joseph McCord, Editor

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* * *

At adjourned regular meetings of June 28 and 30, July 3 and 10, the Board of Directors adjourned to executive sessions to consult with District representatives participating in labor negotiations in order to review the District's position and to instruct the representatives.

* * *

At an adjourned regular meeting July 15, the Board of Directors:

• Adopted ordinance setting terms and conditions of an agreement for the annexation of the City of Fremont to the District, on motion of Director Berk.

• Adopted ordinance setting terms and conditions of an agreement for the annexation of the City of Newark to the District, on motion of Director Berk.

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Transit-Times

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Futuristic design model for Transbay Transit Terminal

Tale of two cities

Richmond and Fremont start-up

Two major projects, in the cities of Fremont and Richmond, will be launched by AC Transit approximately two weeks after the settlement of the AC Transit strike, according to General Manager Alan L. Bingham.

In Richmond

In Richmond, a Dial-A-Ride bus system will provide door-to-door service for residents in a five-square-mile area. A fare of 25 cents will be charged all riders who use Dial-A-Ride. Connecting service will be provided to BART/Richmond and to all of AC Transit's regular lines in the area.

Transfers, however, will not be given to Dial-A-Ride passengers. Riders making connections with other AC Transit buses or with BART will pay regular fares for those trips.

Service will operate from 5:00 a.m. to 1 a.m. seven days a week.

Persons seeking a ride will simply call the Dial-A-Ride control center at 237-7777 and give their name, address, phone number, how many people will be riding and their destination. The controller will tell passengers how soon an AC Transit Dial-A-Ride bus will be at their door.

In Fremont

In Fremont, the first community-wide bus system in the history of that southern Alameda County city will connect individual districts with BART stations in Fremont and Union City and provide patrons with direct service to various shopping centers.

The Fremont service is being instituted under a contract between the City of Fremont and AC Transit.

Initial service patterns will have coaches operating approximately every half hour from 9:00 a.m. to 3:30 p.m. weekdays, and hourly all day on Saturdays. Expanded service is scheduled later this year.

Fares have been set by the Fremont City Council at 25 cents, and are the same for everyone. Pocket timetables and route maps for each line will be available at the Fremont City Government Building, BART/Fremont, BART/Union City, neighborhood libraries, or from drivers on the lines after service begins.

Transfers

Transfers will be free from one line to another. Additionally, BART passengers will be able to obtain a free bus transfer from transfer machines before leaving either BART/Fremont or BART/Union City. Bus riders en route to BART pay regular fares.

A special toll-free Fremont Transit Information telephone number, 797-6811, has been established by AC Transit to assist residents in planning their trips.

HELPING HANDS—Maps of Fremont's future bus service were received by the city's residents during August when they got their summer garbage collection bills, through the cooperation of East Bay Disposal Company. Dropping a stack of transit line maps into their company's mailing machine are, left, Ray Damele, manager of East Bay Disposal and, right, Joseph Biasotti, president of the parent organization, Oakland Scavenger Company. More than 30,000 maps were included in the mailing.

Transbay Transit Terminal
Future possibilities outlined

What started out as a land disposition study by the California Toll Bridge Authority has turned into a design for the future of the Transbay Transit Terminal in San Francisco, the building where AC Transit picks up and drops off more than 50,000 riders daily.

The exact fate of the terminal remains to be determined, but a recent report done for the Toll Bridge Authority points out one thing clearly: the current terminal is not adequate to handle the number of passengers expected in coming years. Future projections indicate the facility will be overburdened, even with the opening of BART between the East Bay and San Francisco.

The Toll Bridge Authority, which owns and operates the terminal, conducted the study to determine if it might be feasible to eliminate the terminal after the opening of BART to San Francisco. The study concluded that instead of phasing out the terminal, a new, expanded, regional transportation terminal would be needed to meet future Bay Area transit needs.

By 1995, the total number of people commuting to San Francisco is expected to grow by 56 percent, the report says. Because of increasingly serious bridge and highway capacity problems, continuing growth in public transit ridership will be essential to relieve vehicle congestion.

No current transit terminal in San Francisco can accommodate the commuters in 1995, the report claims. For comparison, the biggest San Francisco terminal, the Transbay Transit Terminal, handles approximately 390 buses during morning peak hour and 356 during the evening peak hour. This is already above the planned capacity of the building. The report projects the number of buses at peak hour in 1995 will be 628. This means an overload of 258 coaches above the current capacity of 370 buses at the terminal.

In order to meet the coming passenger crunch, several options have been advanced in the Toll Bridge Authority study.

Assuming the area in and around the current terminal will be the site of a new terminal, four concepts offered for consideration are:

First, the existing terminal would continue in use as it is now, but with a major development of the parcel of land facing Mission Street.

Second, tear down the existing terminal and build a new regional transportation center. This plan would include the building of three million square feet of office space in buildings rising above the terminal. This space conceivably could be rented to public or private organizations and individuals.

Third, tear down the existing terminal and the easterly portion of the loop entering the terminal. Then construct a 3,000 space parking garage and develop three million square feet of space for offices and businesses.

Fourth, tear down the existing terminal and loop structure and sell the property.

COVER—The model of what a future Bay Area regional transit terminal could look like in San Francisco. The artist's rendering of the future terminal shows construction of the facility where the current Transbay Transit Terminal exists.

The consultants who prepared the report for the Toll Bridge Authority, Barton-Aschman Associates, Inc., of San Jose, recommended the second concept. They stated: "a new regional transportation terminal for buses with private development in the air rights (office buildings above the land)" was the best way to go.

(Please turn to Page 6)

Dale Goodman chosen to attend Management seminar this Fall

J. Dale Goodman, AC Transit Transportation Manager, will attend a six-week long management seminar this fall.

Goodman will join other transit industry personnel from around the United States and from several foreign countries in an intensive program studying new concepts in transit management.

The seminar will begin on Oct. 9 in Philadelphia, Pa. Following 100 hours of classroom study during four weeks at Carnegie Mellon University, the group will spend two weeks touring North American and European transit systems. Among other places, they will examine transit systems in Sweden, Germany, France and England.

In viewing the upcoming seminar, Goodman says, "I think it will be very helpful in terms of learning new concepts in management and viewing them from the operational side of things."

Dale Goodman

The course is being sponsored by the Urban Mass Transportation Administration and Carnegie Mellon University.

Warren E. Robinson, Transportation Engineer, attended last year, and Senior Planning Co-ordinator Donald S. Larson attended in 1972.

Greg Ford appointed Project Coordinator

Gregory L. Ford, former Director of Marketing Research for World Airways in Oakland, has joined AC Transit as Project Coordinator.

He will work with Lawrence A. Rosenberg, District Secretary and Administrative Projects Manager, in administering and coordinating applications for federal and state government grants, among other duties.

Gregory L. Ford

Ford served with World Airways for three years, first as a marketing analyst, then as Director of Marketing Research since November 1973. He began his career as a sales representative with American Forest Products in San Francisco.

He received his bachelor of science and commerce degree from the University of Santa Clara and his MA degree from the Thunderbird Graduate School of International Management, Glendale, Arizona.

Ford, 26, is single and lives in Alameda.

Two pensioners, One employee die

One District employee and two pensioners died recently.

Robert F. Brosamer, a driver, died Aug. 3. He was 61. A veteran of more than 30 years in the transit industry, Brosamer came to work in East Bay transit Feb. 29, 1940.

A resident of Oakland, he is survived by his wife Theresa.

Pensioner *Frank Ernest DeMell* died July 19. He was 83. DeMell first began his long career in transportation Oct. 17, 1913. He retired Feb. 1, 1956, and is survived by his wife, Nellie, of San Leandro.

Pensioner *Rubin S. Ingham*, a former driver, died July 14. Ingham, who was 76, began his service May 16, 1928. He retired June 1, 1960. Ingham is survived by his wife Jeane of Alameda.

AT THE READY—Although "not in service" during the strike, AC Transit's fleet of coaches is set to go into operation whenever called.

Strike continues to restrict AC Transit buses from rolling

Oakland Mayor John Reading accepted an offer to participate in talks between AC Transit and officers of the striking Amalgamated Transit Union, Division 192, late in August.

The strike, idling the District's 801 buses, 1288 drivers and 368 other employees, began July 1 after the previous two-year contract was terminated by the Union on June 30 and no new contract was agreed upon.

AC Transit's drivers, at a wage rate of $6.62 per hour, were the highest paid bus drivers in the United States when they walked off the job. The Union made an initial demand for another 43 cents per hour as well as numerous other demands.

A State Conciliator, Thomas Nicolopulos, was brought in and negotiations continued through much of July.

A major breakthrough occured July 28-29 when negotiating teams sat down for round-the-clock talks. After a marathon session of 22 1/2 hours, a tentative settlement was agreed to unanimously by both sides.

The tentative settlement called for an immediate 13 cent an hour increase, with additional 20 cents per hour in the second year and still another 20 cents per hour in the third year of a contract, bringing their basic wage to $7.15 per hour.

A projected 26 percent increase in the cost of living during the next three years would have added another $1.12 per hour to employee wage rates by April, 1977, putting bus drivers' pay at that time to a total of $8.27 per hour.

Union leaders were quoted as saying: "It is a good agreement and worth the strike to get it." However, members of the union executive board were badly split on the settlement and argued against acceptance.

At a chaotic meeting in Oakland on July 31, workers turned down the settlement by a vote of 554 against to 349 in favor.

At this point the parent International Union stepped in and ordered a second vote, citing "irregularities" in the July 31 balloting.

A second vote was held over a two-day period, August 5 and 6, with a much closer outcome — 793 "No" votes to 727 "Yes" — but still a defeat for the proposed contract.

Eight more days passed before the two negotiating teams got together once again for two days of talks. These talks, however, broke off after the second day and had not resumed by the end of the eight week of the strike. Between then and the entry of Mayor Reading, the conciliator maintained a steady pace of holding separate talks with management and union officials.

Late in August, the Board of Directors were informed that AC Transit's financial picture was getting gloomier by the day.

Even if the strike had ended in mid-August, Directors were told, the District's cash obligations for the 1974-75 fiscal year would exceed its income from all sources by $7.8 million.

Directors began to consider numerous options, including raising property taxes as much as 22 1/2 cents per $100 assessed valuation in order to meet the unfunded deficit.

Actions of the Board

At an adjourned regular meeting Aug. 21, the Board of Directors:

- Approved annexation agreement between the City of Fremont and AC Transit, on motion of Director Fujii.
- Approved annexation agreement between the City of Newark and AC Transit, on motion of Director Fujii.

* * *

At a regular meeting Aug. 14, the Board of Directors:

- Agreed to hear a series of speakers on labor negotiations, alloting two minutes for each speaker, on motion of Director Rinehart.
- Approved travel reimbursement for Director Berk, on motion of Director McDonnell.
- Authorized Board members and three management executives to attend ATA annual meeting, on motion of Director Fujii.

* * *

At adjourned regular meetings July 22, July 29, July 31, and Aug. 7, the Board of Directors went into executive sessions to consult with District representatives participating in labor negotiations in order to review the District's position and to instruct the representatives.

* * *

At an adjourned regular meeting July 24, the Board of Directors:

- Authorized the General Manager to advertise and seek bids for the purchase of eight intermediate-size automobiles, subject to UMTA approval of the bid document, on motion of Director Berk.
- Authorized the General Manager to advertise and seek bids for four AC/BART transfer machines funded in total from TDA/325 funds, on motion of Director Fujii.

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ANTHONY R. LUCCHESI . . . . . Maintenance Manager
ROBERT E. NISBET . . . . . Attorney
LAWRENCE A. ROSENBERG . . . . . District Secretary and Administrative Projects Manager
WARREN E. ROBINSON . . . . . Transportation Engineer
LOWELL D. WEIGHT . . . . . Treasurer-Controller

- Authorized two District personnel to travel to Flxible manufacturing facility in Delaware, Ohio, to inspect and oversee the manufacturing of new buses for the District, on motion of Director Nakadegawa.
- Rejected bid for exterior advertising sign frames on 120 Flxible buses from Yarder Manufacturing Co. and authorized the General Manager to negotiate on the open market for frames, on motion of Director Rinehart.
- Adopted resolutions establishing ward boundaries and calling for election of four Directors to the Board on Nov. 5, in consolidation with the general State election, on motions of Director Nakadegawa.
- Authorized District Secretary to receive statement of qualifications from candidates for the Board of Directors, on motion of Director Nakadegawa.

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17, No. 3 September 1974

Transit-Times

TRANSIT

Door-to-door Dial-A-Ride in Richmond

A. E. Archibald, "King of the Commuters"

They call him "The King of the Commuters."

By mileage, he has been to the moon and back with plenty to spare.

For nearly seven decades he has been using public transportation to carry him from the East Bay to his work in San Francisco, and he has no intentions of retiring into a life of idleness. Besides, when you are almost 90 there are a lot of things still to be done.

A.E. Archibald got on his first steam train in 1909, and in the ensuing years he rode ferry boats, electric trains, street cars, gasoline and deisel buses, and anything else that happened to be available on public transit lines. "And the one thing I can say," he reflects, "is I've always appreciated those who have taken us over and back."

Native of Ireland

Traveling comes as naturally to him as his easy smile. In 1902 he left his native Ireland to find a new life in the United States. He not only found the new life he was looking for, he helped found San Francisco Federal Savings and Loan.

His rigorous schedule would daunt men half his age. He arises, frequently before daylight, in his Berkeley home, has breakfast and until recently he proceeded to the corner of Hopkins and Sutter Sts. where he caught the AC Transit Line F bus shortly after 8 a.m. The bus, usually driven by AC Transit operator A. C. Giuliani, took him to San Francisco for a full day's work. Giuliani says of his long-time passenger, "He is a fine gentleman, and always very friendly."

This assessment seems to fit with Archibald's philosphy of life. "I try to sit down at the end of each day," he says, "and think about two words—help and hurt. I ask myself if I have helped anyone today? Or have I hurt anyone? I always hope I can say I have helped someone."

His helpfulness during his lifetime is reflected in the multitude of civic activities he has been involved in, ranging from Chairman of the Citizens Committee for Urban Renewal in San Francisco to Director and Vice President for the National Safety Council.

Alert at 90

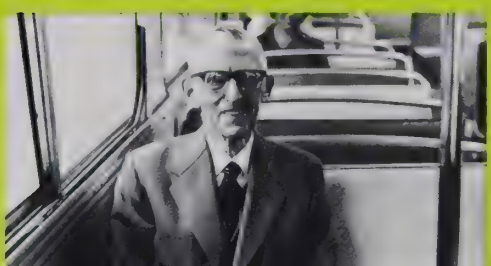
Archibald's alertness contradicts the fact he will be 90 years old on Jan. 1. "I suppose I have always tried to live a good life," he says. "By the word 'good' I mean moral. In its broadest sense. And I think that is an important thing, don't you?"

As former President and Chairman of the Board of Directors for San Francisco Federal Savings and Loan, posts he held from 1941 through 1956, you might expect Archibald to be formal and stuffy. He is not. Even though he wears traditional business suits with vests, his manner is relaxed and open, and the recent purchase of lime-green slacks and a wild sport coat hardly reflect the picture of the traditional banker.

Commuting 65 years

After more than 65 years of commuting on public transit, Archibald is trying yet another form of getting to work. He is using BART to get to San Francisco.

"I'm looking forward to it," he says. "I look forward to most things."



COMMUTER KING—A. E. Archibald has done it all, as far as commuting is concerned. He began his home-to-work trips in 1909. As he approaches his 90th birthday, he continues to travel by public transportation. He will be 90 on Jan. 1.

GETTING THE POINT—Control Room Operator Sandra L. Gavello marks the spot where a bus is to pick up a rider in Richmond. The big board shows the boundries of the Dial-A-Ride system which was launched Sept. 16. There were 603 persons who used Dial-A-Ride the first day.

Dial-A-Ride comes to Richmond

AC Transit now has a bus that makes house calls.

Dial-A-Ride, an innovative and experimental system which picks up riders at their doors and delivers them direct to their destinations, began operating in a five square mile area of the city of Richmond on September 16.

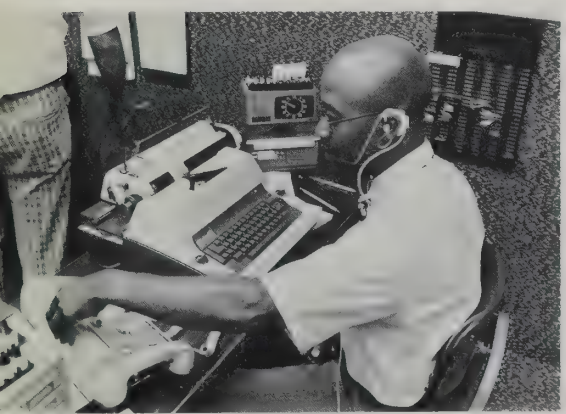
To call a bus, a resident of the Dial-A-Ride service area phones 237-7777, gives his address, phone number, destination, number of people in his party and the time he wants to be picked up.

Controllers then determine which bus is headed in the callers direction at the time they want to go. Via two-way radio, a bus is assigned to the pick-up.

During the first day of operation, Dial-A-Ride buses carried 603 passengers, boosting that to 574 the next day and 633 the third day.

Compared with other dial-a-ride operations elsewhere in the United States, these figures are impressive.

Some smaller cities carried fewer than 100 patrons per day during start-ups while Haddonfield, New Jersey — comparable with Richmond in population — carried 266 riders on its first day and took six weeks to reach the 500 mark.



Billy Lyle, superintendent of the Dial-A-Ride operation, was quite pleased with how the system was functioning. "We started smoothly," he said, "and we're getting better with each day of experience under our belts."

Lyle said two large shopping centers were the best "draws" in early days of operation and that most rides were being taken during mid-day hours, but that this might change as more and more Richmond residents become aware of the new service. As an example, only 67 people asked to be picked up on a regular, daily basis.

This number is expected to grow when commuters discover they can leave their cars home and can depend on dial-a-ride buses to get them either to BART or directly to and from their jobs.

THE COVER—To emphasize the door-to-door convenience of Dial-A-Ride service, we present several Richmond portals and some of the ways AC Transit helps arrive and depart.

Those people who did use the buses in the first days were enthusiastic, however.

Senior citizens called it "a blessing," "The greatest thing thats happened in Richmond in years," and "salvation for my slow moving old bones."

One older woman said she had paid $2.70 in taxi fare to make the same trip which Dial-A-Ride makes for only 25 cents.

HELPING HAND—AC Transit control room operator J. G. McClendon makes return call to tell Dial-A-Ride patron when the bus will be at the front door.

Escalating costs force directors To raise local property taxes

Property taxes were raised by the Board of Directors on Aug. 30 to cover the escalating expenses of providing public transportation in 11 East Bay cities and across the Bay Bridge to San Francisco.

A new consolidated property tax rate of 53.6 cents per $100 of assessed valuation was set by the board as the "only practical source of new funds" to help offset increased labor costs and other expenses involved in providing the level of bus service that will attract and keep additional riders.

The rate is a consolidation of the 54.1 cents levied in Alameda County and 51.3 cents levied in Contra Costa County. The rates are different to equlize different assessment ratios in the two counties.

The new consolidated rate is an increase of 22.5 cents over the rate of 31.1 cents per $100 of assessed valuation which was in effect for the past three years.

Commenting on the "sad necessity" of raising taxes, William J. Bettencourt, president of the board, said directors would be agressively campaigning for government operating subsidies for transit so the property tax could be lowered by the 1975-76 fiscal year.

The new property tax is expected to raise $17,154,000 of the District's projected expenditure of $44,797,000 for the current fiscal year.

Operating revenue, including fare box income, is estimated at $15,149,000. Due to the strike, passenger revenue is expected to be off 25 percent for the year.

Aid from Federal grants and State sales tax revenue totals $10,986,000. Wages and fringe benefits account for more than $30 million of expected expenditures.

Even with the tax increase, the District will have to take over $1 million in funds from uncommitted cash reserves and equipment replacement funds to help offset the deficit, according to General Manager Alan L. Bingham.

AC Transit did consider raising East Bay fares as a source of added income, the transit executive said.

If East Bay adult fares were doubled, from a basic 25 cents to 50 cents, revenue would have been increased by $1.4 million but 5.5 million or 33 1/2 percent of riders would have been lost, according to an engineering formula developed from the experience of other transit properties.

Special committee On labor formed

A special committee of directors was appointed this month to look for a new way of resolving critical labor disputes short of a work stoppage.

William J. Bettencourt, president of the board, in appointing the committee, commented:

"A work stoppage in the area of such a vital public service as mass transit, which is supported by patronage and taxation, must be avoided in the future. We want to work with representatives of the public toward this end."

He said binding arbitration of all issues—if agreement cannot be reached through negotiations—will be a major subject of consideration.

The committee also will lead an agressive campaign to obtain new sources of funding to help pay for the escalating costs of doing business.

Director Ray Rinehart heads the committee as chairman. Members include John McDonnell and William E. Berk.

New contract wins approval

A new, three-year contract between AC Transit and Division 192, Amalgamated Transit Union, went into effect this month, maintaining drivers' position as the highest paid bus drivers in the United States.

Drivers, mechanics and clerks came back to work September 1 after a two-month strike.

Drivers' pay

Drivers returned to work at $6.85 per hour, an immediate increase of 23 cents per hour above their pre-strike hourly rate of $6.62.

The new contract also gives drivers another 22 cents per hour on July 1, 1975, and an additional 20 cents per hour effective July 1, 1976, bringing their base hourly wage at that time to $7.27.

Employees in other departments also received 23 cents per hour raises. New hourly rates in the Maintenance Department are: machinists $8.13; mechanics "AA" $8.03; mechanics "A" $7.93.

Clerical employees' new rates range from $5.92 to $8.04 per hour.

Second and third year increases of 22 and 20 cents per hour also will be granted to all union employees. Non-union personnel will receive comparable percentage increases.

Cost-of-living

A cost-of-living clause which resulted in a $1.13 per hour increase under the old contract has been eliminated. A new clause provides for escalator increases to be paid quarterly.

Starting with the month of September, 1974, as the base, each .4 increase in the Federal Government's Consumer Price Index (CPI) will result in a one cent per hour pay hike for employees, with the first hikes paid late in January, 1975.

Thereafter, quarterly adjustments on the .4 basis will be paid in April, July and October, 1975, and again in January, April, July and October, 1976.

After that, using the month of September, 1976, as a base, the formula will convert to a straight percentage increase following changes in the CPI. For example, a one percent increase in the CPI would result in a one percent increase in hourly wages effective late in January, 1977. Similar adjustments would be made in April of that year.

Improvements in fringe benefits were included in the package.

The ratio of the district's to the employee's share of dental costs will be changed from 80:20 to 90:10, effective March 1, 1975. Employees' present $35 deductible is to be reduced to $25.

Sick leave and vacation

There were improvements in sick leave and vacation clauses and two new holidays, for a new total of ten days per year, were added.

With their return to work, employees received a "floating" holiday in honor of Dr. Martin Luther King, Jr. and, effective July 1, 1976, each employee's birthday becomes his tenth holiday.

The new contract also provides for a number of changes in working conditions, including the elimination of oversleeps and the resultant penalty points.

Pension increase

Pensioners received a $10 per month increase in payments immediately.

Effective January 1, 1976, pensioners then on the rolls and those who retire between July 1, 1974, and June 30, 1975, will receive an additional $10 per month.

On January 1, 1977, pensioners then on the rolls and those who retire between July 1, 1974, and June 30, 1976, will have another $10 added to their checks each month.

Benefits for both union and non-union employees will cost the district an additional $1,965,000 for the current fiscal year while the total costs of the three-year package have been estimated to be $14,667,000.

Candidates file for AC Transit board

A total of 13 East Bay residents have qualified as candidates for seats on the AC Transit Board of Directors. Four positions will be filled at the November 5 election.

Three incumbent directors filed qualifying papers. One other incumbent, Colonel Robert M. Copeland of Berkeley, chose not to run for another term and will retire from the board after 18 years.

The incumbents

The incumbents are: John McDonnell, Ward III, 5109 Cochrane Ave., Oakland, a nurseryman; William J. Bettencourt, Ward IV, 1213 Estudillo Ave., San Leandro, public relations director for the Catholic Diocese of Oakland; and Kimi Fujii, Ward V, 25072 Soto Rd., Hayward, a florist.

Opposing McDonnell is Hector Reyna, 2122 - 27th Ave., Oakland. Reyna lists his occupation as community transportation director.

Running against Bettencourt are: Ralph M. Adams, 988 Dillo St., San Leandro, who lists his occupation as a trucking company owner; Sylvester Brooks, 2693 - 68th Ave., Oakland, public administrator; and Michael Tucevich of 1045 Regent St., Alameda, pressmen.

Miss Fujii will be opposed by: Jerri Bigelow, 20370 Wisteria St., Castro Valley, listed as director community affairs; Norman N. Kope, 4581 Sargent Ave., Castro Valley, retail proprietor; and Robert V. Wieland, 4632 New Haven Way, Castro Valley, real estate broker.

Running for Copeland's at-large seat are: Claude Daughtry, 664 Arlington Ave., Berkeley, who lists his occupation as appraiser-engineer; Chester C. McGuire, Jr., 140 Fairlawn Dr., Berkeley, professor city planning; and Tom Miles, 3251 Grove St., Oakland, lawyer.

Postponement given Fremont bus system

Fremont's interim bus system has been postponed by city officials until after Nov. 5, when voters will consider a ballot measure calling for annexation to AC Transit.

City officials said they wanted to wait until that time because of possible confusion over the ballot proposition and temporary service.

Regardless of the outcome of the election, Fremont has contracted with AC Transit to provide bus service for one year. Full service, including connections to BART/Union City and BART/Fremont, is scheduled Nov. 11.

The ballot measure, which will also appear before Newark voters, calls for formation of a separate district from the current AC Transit area, but with operations to be handled by AC Transit. A maximum property tax rate of 33 cents per $100 assessed valuation to cover Fremont-Newark operations is included. AC Transit's present district will continue to operate separately under its own consolidated tax rate.

The ballot measures require a simple majority for approval.

Originally the Fremont interim system was scheduled to begin on a limited basis July 15, with full service slated for the Fall. The bus strike, however, caused a revision in plans.

A bus system in the two communities would provide service for nearly 150,000 residents.

THE LONG OF IT—One of the two articulated buses tested by AC Transit in September was this Maschinenenfabrik Augsburg-Nurnberg (M. A. N.) unit from Germany. It is 54 feet long and seats 62 passengers. A second bus which was tested was built by Volvo of Sweden and stretches 60 feet long with seats for 75.

Articulated buses get street testing

"It looks like a giant snake!"

"It's an overgrown caterpiller!"

"That sure is strange. It bends in the middle."

Passenger reactions to two articulated buses tested this month by AC Transit ranged from surprise to mild amusement.

"You have to wonder what AC Transit will come up with next," said one rider.

What has the public commenting are two double-length, European-built buses which traveled the streets of East Bay cities and on commute lines to San Francisco.

AC Transit experimented with the two extra-long buses to determine the feasibility of using them, or similar types, in regular revenue operation on heavily traveled lines.

Rider opinion will play an important part in AC Transit's consideration to buy an initial 30 articulated buses. Future estimates indicate as many as 156 articulated units could be needed.

General rider reaction is positive to the unusual looking buses. Passengers have expressed their approval of wider doors, larger window space for better sight seeing, and smoothness of the ride. Some have indicated, however, they believe American-made bus seats are more comfortable than those on the European units.

Opinions of bus drivers and maintenance personnel also have been optimistic. "I think these kinds of buses handle just as easy, if not easier, than regular coaches," said Donald F. Dean, after having operated one of the buses. "They corner very nicely."

Instructor Ralph H. Alcock says, "I think the articulated buses are just great. And the passengers seem to think so, too." Alcock said it required a moment or two for riders to adjust to the new buses and how they differ from the traditional coaches, but once familiar with them, passengers seemed pleased.

The two buses, one built by Volvo for Stockholm, Sweden's, transit network and the other by Maschinenfabrik Augsburg-Nuernberg (M. A. N.) from Munich, West Germany, traveled East Bay and transbay routes during nearly two weeks of testing.

The Volvo bus is 60 feet long and seats 75 people. The red and grey unit turns on a shorter radius than the traditional 40-foot coach and bends around corners with ease because of the accordian-like middle section which connects the two separate parts.

The M. A. N. bus is 54 feet long and seats 63 passengers inside its light yellow and red striped exterior.

The buses cost in the $80,000-to-$85,000 range on the European market.

The appearance of the two articulated buses is not the first time AC Transit has given the traveling public an extra-long bus to look at. The District has successfully experimented with its 77-passenger articulated bus called "The Freeway Train" for more than eight years.

Actions of the Board

At a regular meeting Sept. 11, the Board of Directors:

- Authorized the attorney for the District to attend A. T. A. conference in Washington, D. C., on motion of Director Rinehart.

* * *

At an adjourned regular meeting Aug. 30, the Board of Directors:

- Approved a memorandum of understanding between the District and Amalgamated Transit Union, Division 192, and authorized the General Manager to execute the memorandum, on motion of Director McDonnell. (See story, Pg. 5)
- Approved resolution fixing property tax rates in the District for fiscal 1974-75, on motion of Director Rinehart. (See story, Pg. 4)
- Approved extension of sightseeing tours through Sept. 29, on motion of Director Nakadegawa.

* * *

At an adjourned regular meeting Aug. 28, the Board of Directors:

- Authorized the advertising and seeking of bids for purchase of office machiines and equipment, on motion of Director Rinehart.
- Authorized the General Manager to request proposals from consulting firms for the development of a master plan of bus maintenance, service and garage facilities for the District, on motion of Director Berk.
- Accepted finance committee report outlining estimated operating costs for fiscal 1974-75, on motion of Director Rinehart. (See story, Pg. 4)

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LOWELL D. WEIGHT .... Treasurer-Controller

Roberta Newell appointed to data processing

Roberta D. Newell, formerly Data Processing Supervisor for the East Bay Regional Parks District, has been appointed Data Processing Supervisor for AC Transit.

She replaces John L. Ebbinga, who left to go into private business after nearly nine years with the District.

The 35-year-old new Supervisor is a graduate of the IBM data processing training center and served as Supervisor of Accounting before taking over the data processing position with East Bay Regional Parks.

The daughter of a Navy officer, she was graduated from San Lorenzo High.

Currently, she and her 7-year-old daughter make their home in Oakland.

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Transit-Times

Checkers look for riding changes

Our 'Stockholders' Write

We would like to sincerely thank Mr. Billy Lyle for his participation in our Senior Citizens Informational Fun Fair.

We have received many favorable comments on his presentation and the helpful information he was able to share with our seniors.

The (transportation) workshop gave them a wonderful opportunity to renew old friendships and, in some cases, open the door for new acquaintances.

It was a golden opportunity to meet and break bread with older persons from different communities who have similar needs.

Icia M. Potts
Senior Citizens Coord., Richmond

* * *

A driver on the "F" line today made the riders feel good. He was pleasant to the children when they paid their fare, called out the stops and gave directions, and generally made folks feel cheerful.

B. Robben
Berkeley

* * *

I would like to compliment the telephone operators who have helped me with bus information and schedules.

Two in particular were very pleasant.

Being from out of state and unfamiliar to this area, these two were most helpful in providing me with the information I needed to take the correct buses.

I have requested information like this in other cities but never received such courteous treatment.

I want you to know their polite and helpful answers are appreciated.

Mrs. Patricia Stachura
Albany

* * *

This morning, I came across another rare example of friendliness and courtesy in the driver of a bus which terminated at Jack London Square.

This driver was such a cheerful man that, in the dozen blocks I rode with him, he perked up everyone's spirits.

My compliments to him and to you.

Deacon Anderson
KTVU Channel 2
Oakland

* * *

A group of 30 tenants of Strawberry Creek Lodge in Berkeley had the pleasure of going by AC Transit bus to a concert at the Oakland Auditorium Theatre. I should like to express thanks and congratulations for a driver who was in every way helpful and extremely friendly and kind.

Our group of seniors from the Lodge were very grateful for the pleasure of riding with him.

Dorothy M. Foster
Berkeley

* * *

I want to commend the driver of a bus who is doing a really great job for you and for the people who ride your buses.

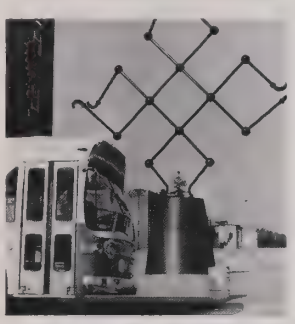
He was very helpful to everyone who needed information on how to get to their destination.

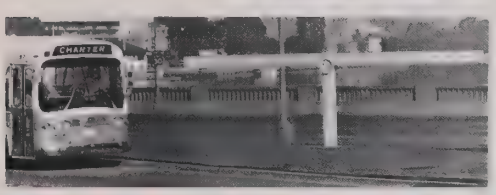
He was patient, understanding and knowledgeable...he's a good human being...it's appreciated.

John H. Davis
San Francisco

MOTHER PEACE—This controversial piece by Mark di Suvero is in front of the Alameda County Court House.

UNUSUAL—"Anansi," right, at 11th and Oak Sts. is by Henry Collins. "Adams Point," below, on 12th St. is by Jan Evans.





But is it art? Sculpture tour by bus Now underway

"Art is upon the Town," said James McNeill Whistler and, although the remark was made about a century ago, the Oakland Museum and AC Transit have responded.

Through the cooperation of the two agencies, Bay Area art lovers will be able to ride aboard special tour buses to an outdoor exhibit of sculpture.

A 45 minute tour begins at the Oakland Museum where a collection of contemporary sculpture is on exhibit. Buses will then loop Lake Merritt for brief stops at sites of a number of pieces located at various points around Oakland.

Works displayed include the highly controversial "Mother Peace," a 40 foot high, 30-ton structural steel monument and a 120-foot long trapezoidal enclosure entitled "Project '74 - Cologne," designed to allow people to walk inside it for viewing from within.

Docents, or "interpretive guides," from the museum will be aboard buses to describe the art works. The tours were scheduled Tuesdays through Fridays, Oct. 22 through Nov. 8.

Checkers count passengers to determine Line adjustments as riding habits change

In the wake of the opening of BART service between Oakland and San Francisco, AC Transit is carefully monitoring passenger traffic on transbay bus lines.

A number of adjustments already have been made on transbay lines which have experienced a diversion of riders to BART.

Checkers from the Schedules Department are on East Bay streets, particularly during commute hours, counting passengers to determine if further adjustments need to be made.

In addition to counting passengers checkers also note bus arrival and departure times, the flow of traffic and any other factors which might affect on-time operation of buses.

All lines are checked constantly by the department but particular emphasis is being placed on transbay lines now because of passenger switches to the rapid train system.

THE COVER—Gary Ward of Schedules Dept. counts passengers boarding a San Francisco bound Line "A" bus.

THE FLEET—The entire Dial-A-Ride fleet lined up at Richmond.

Dial-A-Ride patronage growing steadily

After the first three weeks of operation, Dial-A-Ride service in Richmond was growing steadily and was averaging 650 revenue passengers per day on a seven day a week basis.

The daily loads ranged from 846 carried on a Friday to a low of 377 carried on the first Sunday of operation.

Dial-A-Ride buses were averaging 1300 miles of operation per day while the control room was receiving an average of 1340 calls each day.

Service gradually was getting better as the "bugs" in the system were being worked out, but new telephone operators were added to handle the volume of phone calls.

A breakdown of patronage figures from the first three weeks of the new door-to-door service indicates that Wednesdays, Thursdays and Fridays — with averages of around 700 patrons per day — were the most popular days of the week for Dial-A-Ride.

Sundays, with an average of 461 per day, were the least popular while Mondays, with 570 riders per day on the average, were the second least popular day. On Tuesdays and Saturdays, an average of 660 passengers used Dial-A-Ride buses.

FAMILIAR SIGHT—The small Dial-A-Ride buses are becoming a familiar sight on Richmond streets, picking up passengers at their homes.

Ridership increases offset Diversions to BART

Ridership on AC Transit buses is continuing to increase and is more than offsetting the diversion of transbay passengers to BART.

A 15 percent diversion of transbay bus riders to BART was experienced during the first two weeks of BART's transbay train service. The diversion averaged 7700 passengers a day.

However, during the same time, there was a substantial 16 percent increase in bus riding on East Bay lines — an increase which apparently results from former transbay bus passengers who are now using buses as connector service to BART stations.

Use of the free train-to-bus transfers on East Bay lines jumped from 34,033 during the last five day work week before BART's transbay line opened to a new total of 54,000. This is a 59 percent increase.

Overall, workday ridership systemwide on AC Transit buses was up 6.2 percent for the two weeks after start of BART operations between San Francisco and the East Bay.

AC Transit agrees to operate buses From Suburban areas to BART stations

An agreement to operate express bus service from suburban areas of Alameda and Contra Costa counties to BART stations has been approved by the AC Transit Board of Directors.

The express bus extension will provide connector services between BART and Martinez, Pittsburg-Antioch, Pinole, Alamo-Danville and the Dublin-Livermore-Amador Valley areas. All the areas currently are outside AC Transit operating boundaries.

AC Transit, acting as an independent contractor, will operate and maintain the express bus system, providing coaches, manpower, supervision and management.

BART will establish routes, levels of service, fare structure and the marketing program. BART will pay all costs, including start-up expenses.

Service is scheduled to begin no later than December 30.

Initially, the District's "old look" coaches will be utilized until new equipment can be acquired under a pending capital grant from the Urban Mass Transportation Administration (UMTA).

AC Transit has applied to UMTA for a $3,667,000 grant covering acquisition of 36 coaches, fare boxes, radios, shelters, bus stop signs and poles, and informational materials for the extension service.

Buses will be retrofitted with devices to carry handicapped riders when handicapped equipment becomes feasible and practical.

Contra Costa County transit Planning grant application Authorized by board

The Board of Directors last month authorized an application to MTC, on behalf of Contra Costa County, for $50,000 to expedite planning of local mass transportation within the county.

The action came in response to a request from the Contra Costa County Board of Supervisors.

Funds will be used for an implementation study.

Four transit veterans Taken by death

Three pensioners, all long-time transit veterans, and one active employee died during recent weeks.

Francis S. "Mickey" Hodge, who retired July 1, 1973, died July 3, 1974. Hodge, 66 at his death, had been a mechanic for AC Transit and predecessor companies for nearly half a century.

His employment dated from Sept. 1, 1925.

Hodge, who lived in Oakland, is survived by his widow, Constance.

Ralph Martinez, who worked as a driver from Aug. 14, 1920, until his retirement on July 1, 1959, died Sept. 16 at the age of 80.

A resident of Oakland, Martinez is survived by his widow, Garnet.

Frank Benton McEvers, a trainman from June 30, 1927, until April 1, 1954, was 83 at his death on Aug. 23.

McEvers, who lived in Emeryville, was a bachelor. His only known survivor is a nephew, Donald McEvers of Hayward.

Ella Mae Kissinger, a ticket seller at the Transbay Transit Terminal in San Francisco, died Oct. 8 at the age of 58.

She was first employed April. 5, 1945.

A resident of Oakland, Mrs. Kissinger is survived by a son, Noble, of New Mexico.

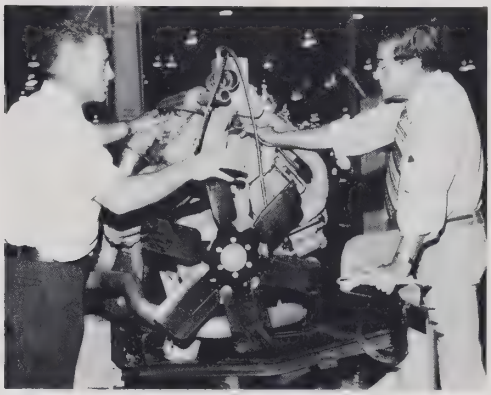
New coaches now being assembled

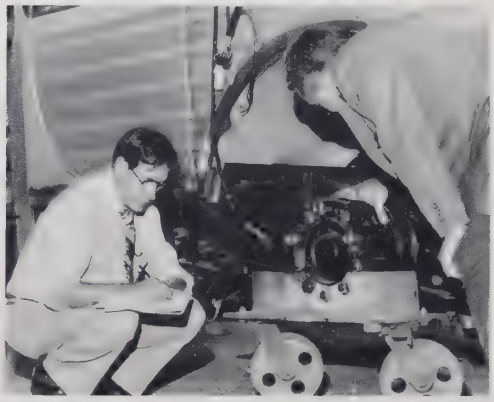
Assembly of 120 new Flxible coaches for AC Transit currently is underway at the Flxible plant of Rohr Industries at Delaware, Ohio.

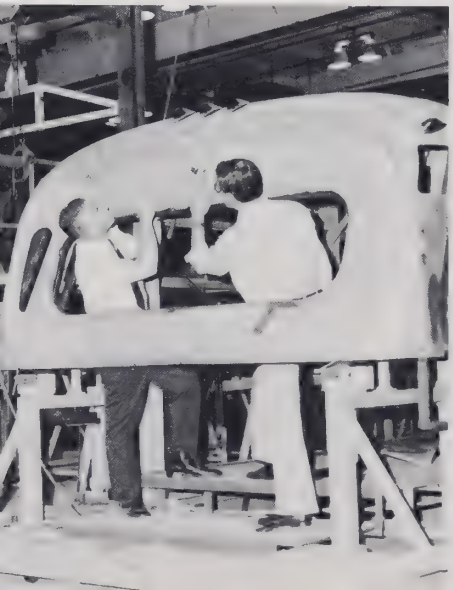
The 51-passenger coaches will be delivered to Oakland after assembly is complete.

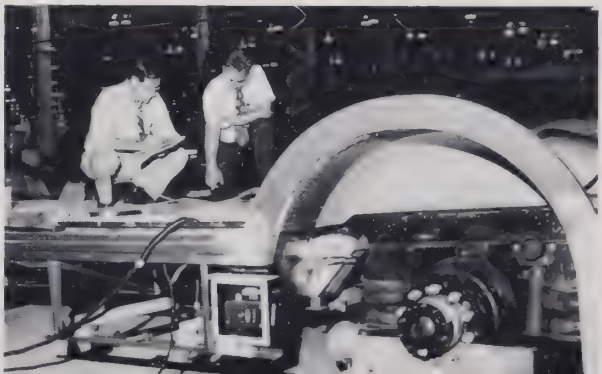
During assembly, Anthony R. Lucchesi, maintenance manager, and Glenn A. Ashmore, maintenance superintendent, have been at the Ohio plant inspecting and making certain specifications are met.

Photos on this page show Lucchesi, with glasses, and Ashmore on the site.









AC Transit seeks $20 million federal grant To help finance purchase of 124 new buses

A $20 million federal grant is being sought by AC Transit to give East Bay bus riders continued top quality transportation.

The two year grant will cover purchase of new equipment for projected growth and retirement of old buses.

The grant, if approved by the federal government, will help purchase another 124 buses, finally permitting retirement of older Key System equipment now in service during peak travel periods.

Thirty articulated buses would be acquired under the project for use on high capacity East Bay lines which experience considerable on-and-off type riding. These buses can carry 70 to 80 passengers and, thereby, increase productivity of the work force.

Articulated buses also provide more seats, eliminating the standee problem, make better use of road space and speed up boarding and exiting through the use of wide doors.

Continuing expansion of public transit usage, primarily in outlying areas of central Contra Costa and southern Alameda counties, also is projected.

The grant would help provide improved facilities, including additional bus shelters, benches and remodeling of facilities at the Transbay Transit Terminal in San Francisco.

The grant also will permit refurbishing of "new look" buses purchased in 1961 and now approaching the end of depreciable life of 15 years established by the district.

The refurbishing would extend their life by an estimated five years and would consist of recovering the vinyl seats and repainting the interior, at an estimated cost of $1200 per coach.

The federal grant will cover 80 percent of projected costs, with the remaining 20 percent coming from local matching funds.

CRUSADERS READY TO DO MORE—Lined up and ready to go for the 1974 United Crusade drive, AC Transit employees show their enthusiasm for their annual event. From left: Carl Knutson, Tom Swanson, Jim McCracken, Warren Robinson, L. L. McDonald, David Rodrigues, Charles Farrell, Walter Martin, Frank Johnson (behind Martin), Avonne Bradshaw, John Krajcar, Elta Ball, Anthony Lucchesi, Ben Williams, Dick Bertz, George Akers, General Manager Alan L. Bingham, Bill Gauer, Loren Ball, Andrew Phillips, Stan Pearce, Bob Shamoon, G. L. Gross, Lowell Weight and Glenn Ashmore. The District hopes to equal last year's award winning performance.

Joseph Allen
Transportation
Seminary

Donald Anthony
Transportation
Seminary

David Bailey
Maintenance
Emeryville

Don Barker
Maintenance
Seminary

Alfred Bird
Transportation
Seminary

Antonio Borja
Transportation
Emeryville

Linda Ciniewski
Transportation
Seminary

Gary Clark
Transportation
Emeryville

Rudolph Colar
Transportation
Emeryville

Jeannine Cromedy
Transportation
Richmond

Paul DeLoache
Transportation
Emeryville

Doyle Dewberry
Transportation
Emeryville

Donald Frierson
Transportation
Seminary

Michael Haney
Transportation
Seminary

Doris Harris
Transportation
Richmond

Mable Harris
Transportation
Richmond

M. Henderson
Transportation
Seminary

Larry Hernandez
Transportation
Emeryville

John Lloyd
Transportation
Emeryville

Joe Madkins
Transportation
Emeryville

Dale Martin
Transportation
Seminary

John Meador
Transportation
Emeryville

Mike Movsessian
Transportation
Seminary

James Nelson
Maintenance
Seminary

James Stallworth
Transportation
Seminary

David Triplett
Transportation
Seminary

Earline Veiga
Transportation
Emeryville

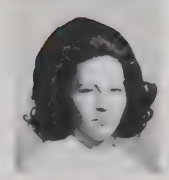
Joyce Webster
Transportation
Richmond

Willie Yancy
Transportation
Seminary

Bernice York
Transportation
Emeryville

Charlie Bradford
Transportation
Seminary

Claude Briggs
Transportation
Seminary



Marie Brimage
Transportation
Seminary

Carl Brown
Transportation
Emeryville

Major Butler, Jr.
Transportation
Emeryville

Gerald Campbell
Transportation
Emeryville

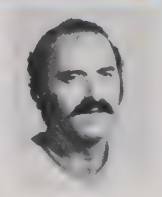
Bobby Duncan
Transportation
Seminary

John Duran
Transportation
Seminary

Sylvester Edwards
Transportation
Seminary

Dorothy Evelyn
Transportation
Emeryville

Ernie Franco
Transportation
Seminary



Beni Franzini
Maintenance
Seminary

David Jenkins
Transportation
Emeryville

James Jones
Transportation
Seminary

Tyree Jones
Transportation
Seminary

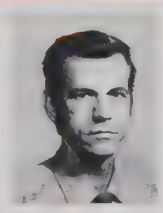
Robert Kuebler
Transportation
Seminary

Lucius Lee
Transportation
Emeryville

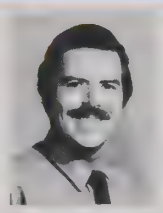
Aubrey Lloyd
Transportation
Seminary

Clifford Richey
Transportation
Seminary

James Sanders
Transportation
Emeryville



Charles Schmidt
Transportation
Richmond



Arnold Shelton
Transportation
Emeryville

Henry Shepard
Transportation
Seminary

Lawrence Sowell
Transportation
Seminary

NEW EMPLOYEES

AC Transit welcomed these new workers in July, August and September

CAREFUL CUTTER—Henry Deimler, center, displays some of the caution, in cake cutting, which earned him a 25-year safe-driving award. Helping, left, is Mrs. Deimler while Stan Pearce watches from the right.

Two more drivers Earn 25-year Safe-driving awards

Some things are done accidentally, but in the case of two AC Transit drivers, it is what they did "not by accident" which has given them a special distinction.

Robert L. Copes of San Leandro and Henry H. Deimler of San Pablo both received the District's prestigeous 25-year safe driving award this month. It was only the second and third time the award has been made.

The two men have been behind the wheel for more than a quarter of a century without a chargeable accident.

During that time they each carried more than two million passengers more than one million safe miles.

Deimler has a simple formula for his success: "First, you should like your job and the people you are working with. Second, you should respect your superiors and, third, it helps to have a good wife and family."

Copes says he managed to achieve the distinguished record with "a lot of skill and a little luck."

The two men were presented with the 25-year safe driving awards by General Manager Alan L. Bingham in separate ceremonies at division yards.

A GOOD SHAKE—Robert Copes, left, gets a congratulatory handshake from Transportation Manager Dale Goodman as part of Copes' recognition for having reached the quarter-century mark as a safe driver.

Operators top safety Goals during Sept

Drivers in all three of AC Transit's operating divisions exceeded their safe-driving goal during September.

With a goal of 13,250 safe-driving miles per accident, Richmond Division had the best record during the month — 16,842 miles.

Seminary Division operators averaged 15,789 miles per accident, followed closely by Emeryville Division drivers with a mark of 15,626 miles.

Pensioner ranks grow As ten employees End transit careers

The fall and winter months will see the retirement of ten AC Transit employees with a total of 286 years of service among them.

September 1 was the official retirement date of *Wayne H. McMullen* and *Charles R. Miller*, while *Alfred P. Spann* retired effective October 1.

Taking their retirement effective November 1 are: *Albert D. Grier, Louis M. Maze* and *Raymond Van Litzenberg*.

Chapman F. Lion retires officially on December 1.

Retiring officially on Jan. 1, 1975, are: *John T. Breaux, Jerry A. Laurella* and *Frank A. Rose*.

Because of accumulated vacation and holiday credits all ten retired, or will retire, days or weeks before their official retirement dates.

McMullen, 62, a bus driver, had 31 years of service.

Miller retired at age 63 with 27 years experience as a driver.

Spann, 62, a driver, retired after 22 years of service.

Grier, stores department foreman, retires at age 59 with 28 years of service.

Maze, at age 65, is a veteran machanic with 38 years of service.

Van Litzenberg, 68, has worked 21 years as a machinist.

Lion, the district's assistant cashier, retires at age 65 with 32 years of service. (See related story on this page).

Breaux, 61, retires after 29 years as a mechanic.

Laurella, retiring at age 63, has 27 years service as a mechanic.

Rose, who has 31 years experience as a driver, will retire at age 62.

TIME...AND MONEY—"Chappie" Lion holds up the wallet full of money given to him by co-workers as a retirement present. Since his plans include travel, the gift will help.

"Chappie" cashes in- Takes retirement

Attached to the wall inside the cashier's cage at AC Transit's main office in downtown Oakland is a piece of paper with this poem typewritten on it.

"The years come/and the years go/like the tides/that ebb and flow./Some bring joy/and others woe/so gather the roses/as you go."

The poem was written by Chapman Foster Lion, the District's assistant cashier until his retirement last month, and sums up his life philosophy.

"I've tried to enjoy life as I've lived it," Lion said, "and most of the things I've done I would do the same way over again. However," he added, "there are a few things I might have done differently."

One of those things Lion might have done differently would have been attending West Point. "I wanted to go but my mother said 'I didn't raise my son to be a soldier.' "

As it turned out, Lion wound up in uniform anyway, serving with the Army during World War II and spending 34 months in the South Pacific, island hopping from Guadacanal to Japan.

Returning to what was then Key System, Lion, or "Chappie" as he is known, worked several positions before winding up as assistant cashier.

Now 65 and a widower, Lion's retirement plans are "travel, travel and more travel."

Actions of the Board

At a regular meeting September 11, the Board of Directors:

- Authorized Attorney to participate in ATA conference on charter provisions, on motion of Director Rinehart.

* * *

At an adjourned regular meeting September 25, the Board of Directors:

- Rejected all bids on fare transfer equipment and material and authorized General Manager to negotiate on open market, on motion of Director Nakadegawa.
- Authorized Public Information and Advertising Manager to attend transit marketing seminar in Chicago, on motion of Vice President Fujii.
- Authorized General Manager to file application for $50,000 in TDA funds on behalf of Contra Costa County for planning for local bus service within the T-2 area, on motion of Director Berk. (See story, Pg. 5)
- Authorized General Manager to file application for two-year capital grant and authorized travel of two management personnel to Washington for purpose of submitting application, on motion of Director Berk. (See story, Pg. 7)

* * *

At a regular meeting, October 9, the Board of Directors:

- Authorized staff to study and report on bids for office machines and equipment, on motion of Director Berk.
- Authorized Board members to attend Demand-Responsive Transportation Conference, on motion of Director Nakadegawa.

Authorized General Manager to advertise and call for a public hearing, November 13, on District application for two-year capital grant, on motion of Director Rinehart.

- Approved outdoor public sculpture tour in conjunction with Oakland Museum, on motion of Director Berk. (See story, Pg. 3)
- Authorized General Manager to execute express bus agreement with BART, on motion of Director Rinehart. (See story, Pg. 5)
- Appointed General Manager as representative to San Francisco Bay Area Transportation Terminal Authority, on motion of Director Rinehart.

Transit-Times

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Joseph McCord, Editor

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17, No. 5 November 1974

Transit-Times

Fremont Bus Service Begins

Red carpet rolled out for handicapped riders

A red carpet was rolled out and right up a ramp this month so visitors in wheel chairs could ride a bus to view AC Transit's new Dial-A-Ride facilities.

One of three buses used to provide rides for more than 100 convention visitors was converted to handle wheel chair passengers.

Maintenance workers removed the fare box and eight seat assemblies on the bus so four wheel chairs could be accommodated along with other, seated riders. Seat belts were fastened to the floor and side rail to secure the chairs.

An eight-foot ramp, covered with a red carpet, was built so handicapped passengers could be helped into the coach for the 36 mile trip from the convention hotel to the Dial-A-Ride control center.

Richard C. Wooten, chief of the California Department of Rehabilitation Mobility Barriers Section, was the only one to take advantage of the "red carpet" treatment, but he praised AC Transit for its concern and its effort to give delegates in wheel-chairs access to the Dial-A-Ride facility.

The temporary bus conversion was arranged for the conclusion of the Fifth Annual International Conference on Demand-Responsive Transportation Systems, held in Oakland this month.

Combined BART and bus tours were arranged to the AC Transit Dial-A-Ride control center in Richmond and to the Santa Clara County Transit District center in San Jose.

AC Transit, meanwhile, is working with manufacturers on a device which would assure the safety of a handicapped person boarding a bus and yet not require the driver to leave his seat. Nor would the device impede use of the bus by other riders.

When a suitable device is available, AC Transit plans to equip two Dial-A-Ride buses to carry handicapped persons so that tests in regular revenue service can be conducted.

ROLLING ABOARD—Wheelchair passenger Richard C. Wooten rolls up ramp into specially equipped bus, with an assist from driver "Clem" Clemons. Straps inside bus held wheelchair in place.

Voters re-elect three Incumbent directors; Choose one new member

East Bay voters returned three incumbent AC Transit directors to office and chose one new member at an election November 5.

Board President William J. Bettencourt, Vice-president Kimi Fujii and Director John L. McDonnell were returned to office with large majorities.

Wm. J. Bettencourt

John L. McDonnell

The newest director, who will take his seat in January, is Chester C. McGuire, of Berkeley.

Bettencourt and McDonnell, both of whom have 18 years service on the board, now are the only remaining members of the original board.

Col. Robert M. Copeland, who had served with Bettencourt and McDonnell from the beginning, chose not to seek another term and will be replaced by McGuire.

Chester McGuire

Miss Fujii, appointed to the board in April, 1972, to fill a vacancy, was elected to a full term. All terms are for four years.

Kimi Fujii

President signs New transit law

President Ford signed into law this month a new mass transit bill which, for the first time, provides federal aid for operating expenses of local transit systems.

Previously, federal money was available only for capital outlays such as buses or other hardware, but not for day-to-day operating costs.

The new law provides nearly $4 billion for operating costs during a six year period, with $300 million available during fiscal year (FY) 1975, $500 million in FY '76, $650 million in FY '77, $775 million in FY '78, $850 million in FY '79 and $900 million in FY '80.

There will be more than $100 million available in the San Francisco and Oakland areas during the six year period for operating subsidies and capital grants.

Each state's governor, regional planning agencies and local operating agencies will have a say in how the funds are to be spent since the bill does allow some of the money to be used for additional equipment rather than being spent on operating costs.

New director McGuire Is a university professor

Chester C. McGuire, Jr., the newest member of the AC Transit board of directors, is an acting associate professor at the University of California, Berkeley, in the Department of City and Regional Planning.

The 38-year-old McGuire, a native of Gary, Indiana, earned a BA in English Literature from Dartmouth, an MBA and a Ph.D from the University of Chicago.

The new director and his wife, Julie, are parents of Michael, 13, Angela, 12, and Gail, 5. The family lives in Berkeley.

Bus service begins in Fremont; Six lines link neighborhoods with BART

Signs on the sides of buses read: "A First for Fremont."

And it is.

For the first time in the history of the southern Alameda County community of more than 125,000 people, buses now link neighborhoods with each other, carrying riders from their homes to shopping centers, doctors offices, Washington Hospital, Ohlone College and BART stations.

Fremont's new service began November 12 but residents are looking forward to an expanded and more comprehensive transit system in the not too far distant future.

Early this month voters in Fremont and the adjacent city of Newark approved annexation to AC Transit as part of a special transit services district.

However, until the two-community bus system is launched, the interim service will operate under an agreement previously worked out between the City of Fremont and AC Transit.

The temporary system calls for all riders to pay 25 cents per ride, with no discount for senior citizens or youth. However, passengers arriving via BART to either Fremont or Union City BART stations are able to use free one-way transfers from transfer machines located inside paid areas at BART stations for their return bus ride.

All six of the lines now operating in Fremont take passengers to major shopping centers and the Fremont BART station. Additionally, one line travels through North Fremont and connects with the Union City BART station.

Initially, coaches are operating Mondays through Fridays approximately every half-hour from 5:30 a.m. at the end of each line, and heading inward toward the city's central business district and the BART station.

The last buses leave the train station around 7 p.m. and arrive at the ends of their lines approximately 7:30 p.m.

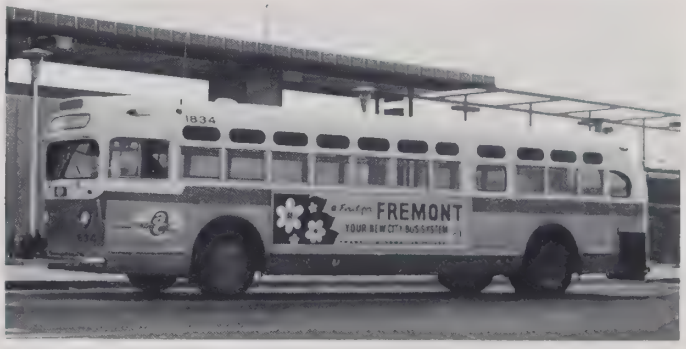
Saturday Service

Saturday service starts around 7:30 a.m. with buses operating hourly until approximately 6 p.m.

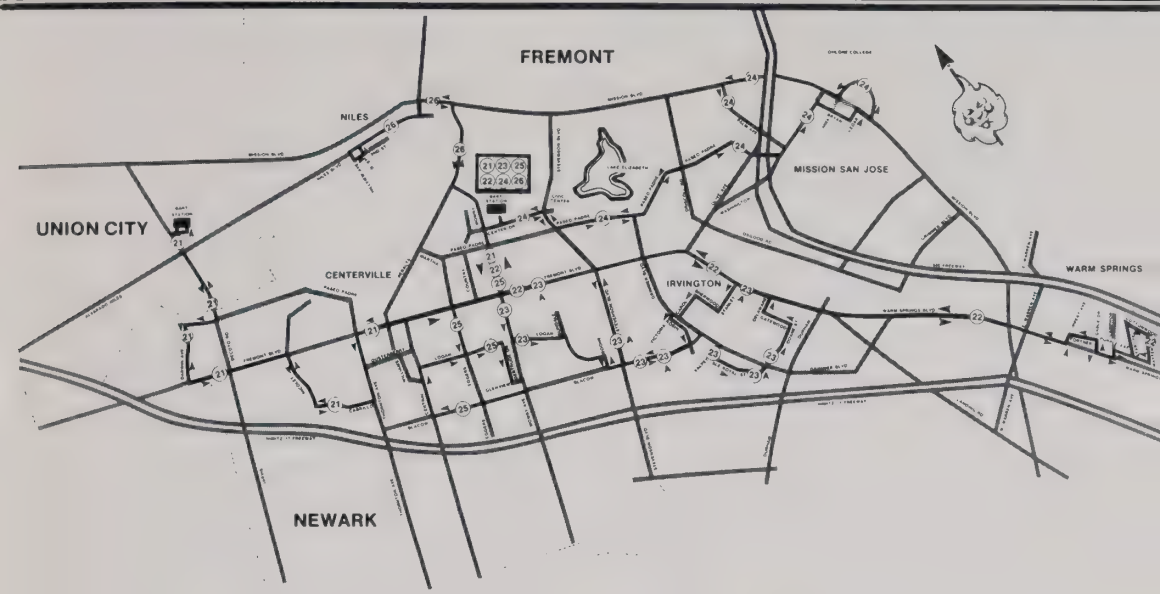
Fremont is using its own local funds and some of its federal "revenue sharing" money to help pay for the interim system. Fremont's share of $126,000 generated nearly $380,000 in funds from other sources.

The temporary service will be replaced by a more complex system at a future date. The future system will combine fixed routes with a Dial-A-Ride operation.

AC Transit is in the process of seeking a federal grant to offset equipment costs for the future system.



SIDE SIGN—The sign on the bus tells the story — Fremont has bus service at last. More than 8000 rode during the first week.



Newark OK's annexation; Interim bus service Planned for December 16

Because Newark voters, earlier this month, approved an annexation measure on their ballot, the Newark City Council decided to move forward on an interim bus system similar to that which began Nov. 12 in the neighboring city of Fremont.

Monday, Dec. 16, is the scheduled date for a one-route, five coach system to begin operation.

The new system is planned to operate from 5 a.m. to 7 p.m. weekdays and from 8 a.m. to 6 p.m. on Saturdays, with no Sunday service.

Under the proposed temporary plan, buses will loop through much of the city's residential area before continuing on to BART/Fremont.

During commute hours only, buses will extend to BART/Union City.

This system should put 95 percent of the city's homes within a quarter-mile of a bus line.

Fares are to be 25 cents for a one-way ride.

RIBBON CUTTING—Information clerk Kathi Johnson, left, helps Fremont Councilman Gene Rhodes, Mayor Don Dillon and AC Transit Board of Directors President William J. Bettencourt cut ribbon inaugurating bus service in Fremont.

THE COVER—Kathi Johnson hands timetable to passengers arriving aboard Fremont bus while inaugural ceremonies for the new service are taking place at BART/Fremont.

INFORMATION LADY—As part of a continuing effort to inform new and potential riders of AC Transit's bus system, a roaming information booth has been set up at key locations in Fremont. Here information clerk Kathy Villella explains the new service to residents at BART/Fremont.

Mechanic Joe Armijo Dies suddenly

Joe F. Armijo, a mechanic at Emeryville Division, died suddenly on Oct. 20 of a heart attack.

Armijo, 64, had worked for AC Transit and the predecessor company, Key System, since Nov. 16, 1945.

He is survived by his widow, Agnes, of San Lorenzo, and three daughters: Viola Benavidez of Sacramento, Betty Olson of San Jose and Lupe Richford of Albany.

All three divisions top Safe-driving goals again

October became the second month in a row during which AC Transit drivers in all three operating divisions exceeded their monthly safe-driving targets.

Richmond Division drivers topped the goal of 13,250 safe-driving miles per accident by averaging 18,345 miles.

Operators at Emeryville Division averaged 15,758 miles while Seminary Division drivers went over the mark with an average of 13,648 miles per accident.

Drivers complimented For aid to police in 'Radio Alert' program

AC Transit drivers continue to receive compliments from the Oakland Police Department for their roles in alerting policemen about crimes, accidents and other problems on city streets.

Under the Police Department's "Radio Alert" program, drivers use their two-way radios to report incidents they see taking place.

Cited as "Radio Alerter of the Month" for September was driver Terry D. Finley who reported a shooting.

Finley reacted so quickly in radioing information that police were able to capture the gunman less than three blocks from the scene of the shooting.

Other drivers cited by police for their efforts include: Wendell Stubbs and Larry Wright, both of whom reported possible burglaries in progress, and Arthur Garlick who reported a serious auto accident seconds after it occurred.

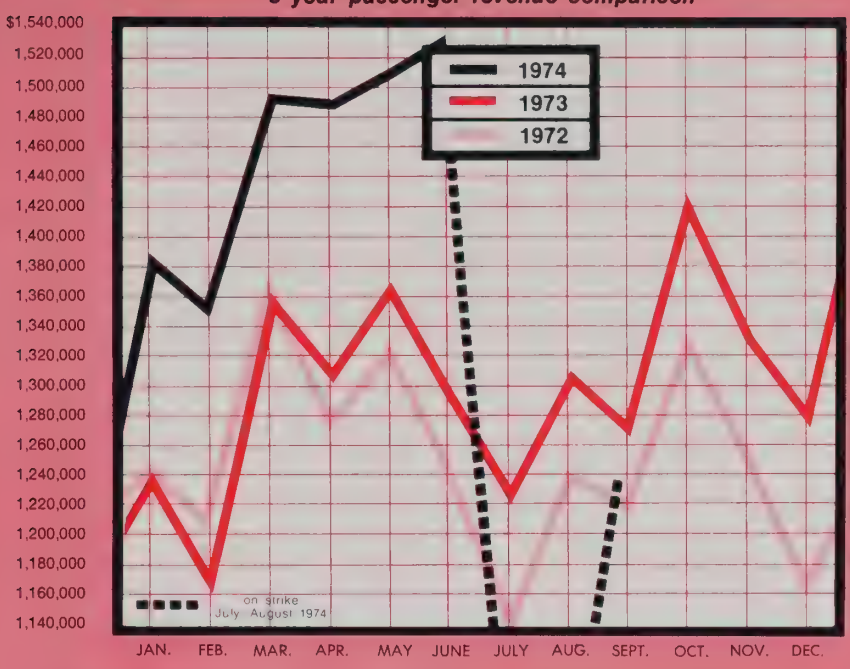
Two of three East Bay Transit elections win at polls

With three transit elections in the East Bay this month, voters said "Yes" to two, but turned down a third.

Fremont voters decided to annex their city to AC Transit by a vote of 16,724 to 10,210, a 62 to 38 percent ratio on the "Yes" side.

In neighboring Newark, an annexation vote also won but by a much closer vote — 2,958 "Yes" to 2,617 "No" — a 53 to 47 ratio.

In Central Contra Costa County, however, voters said "No" by a large margin — 58,533 to 28,212 votes. The "No" side prevailed 67.5 to 32.5 percent.



September figures show losses

The month of September showed losses in revenue and patronage figures for several different reasons: it was the first month of operation after a two month strike; it was the first month during which higher transbay fares were collected; and it was the month during which BART's transbay service began.

Total passenger revenue for September was $1,234,340, *down* $31,216 *or* 2.5 *percent below the* $1,265,556 *collected during September, 1973. East Bay revenue was* $639,857, *down* $21,001 *or* 3.2 *percent below the* $660,858 *dropped into fare boxes a year ago. Transbay revenue of* $594,483 *was down* $10,215 *or* 1.7 *percent below the* $604,698 *collected last year.*

Reflecting the start of transbay BART operation, commute book sales fell 21.4 *percent to* $211,805, *down* $57,729 *from sales of* $269,534 *during September, 1973.*

AC Transit buses carried 4,039,756 *passengers during September, down* 225,761 *or* 5.3 *percent below the* 4,265,517 *carried during the month of September, 1973. East Bay buses carried* 2,951,242 *riders, down* 74,627 *or* 2.5 *percent below the* 3,025,869 *who rode during September, 1973. On transbay lines, patronage for the month totaled* 1,088,514, *down* 151,134 *or* 12.2 *percent below the September, 1973, figure of* 1,239,648.

Nationally, the transit industry indicated an increase of 7.87 *percent in total passengers carried.*

AC Transit operated 2,221,282 *miles of service during September, an increase of* 102,868 *miles or* 4.9 *percent above the* 2,118,414 *miles operated during September, 1973.*

Operating costs and total income figures for September were not immediately available.

Actions of the Board

At an adjourned regular meeting October 30, the Board of Directors:

- Awarded contract for furnishing closed circuit television system to lowest bidder, subject to specification compliance, on motion of Director Berk.
- Authorized execution of contract with Automatic Parking Devices, Inc., for fare transfer equipment, excluding transfers, on motion of Director McDonnell.
- Awarded contracts for office machines and equipment to lowest responsive bidders for 11 items, and to lowest responsive bidders, subject to specification compliance, for nine items, on motion of Director Rinehart.
- Granted management representative authority to serve on the newly-formed APTA Performance Measures Industry Control Board, on motion of Director Nakadegawa.
- Extended agreement with Arthur Young & Co. for study of current data processing operations, on motion of Director Rinehart.
- Curtailed service frequencies on Line A—Oakland-San Francisco and on Line 33—Oakland-Berkeley Express because of passenger diversion to BART, on motion of Director Berk.
- Authorized General Manager to execute Joint Exericse of Powers Agreement establishing Association of Bay Area Public Transit Operators, on motion of Director Berk.

* * *

At a regular meeting November 13, the Board of Directors:

- Awarded contract for eight automobiles to Elmhurst Ford, Inc., and returned bids on van to staff for review and later recommendation, on motion of Director Rinehart.
- Approved addition of equipment and consulting services for Fremont and Newark Dial-A-Ride operations to two-year capital improvement grant, on motion of Vice-president Fujii.
- Authorized General Manager to enter into contract with Educational Research, Inc., to develop and implement Affirmative Action Program, on motion of Director Nakadegawa.

Transit-Times

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Joseph McCord, Editor

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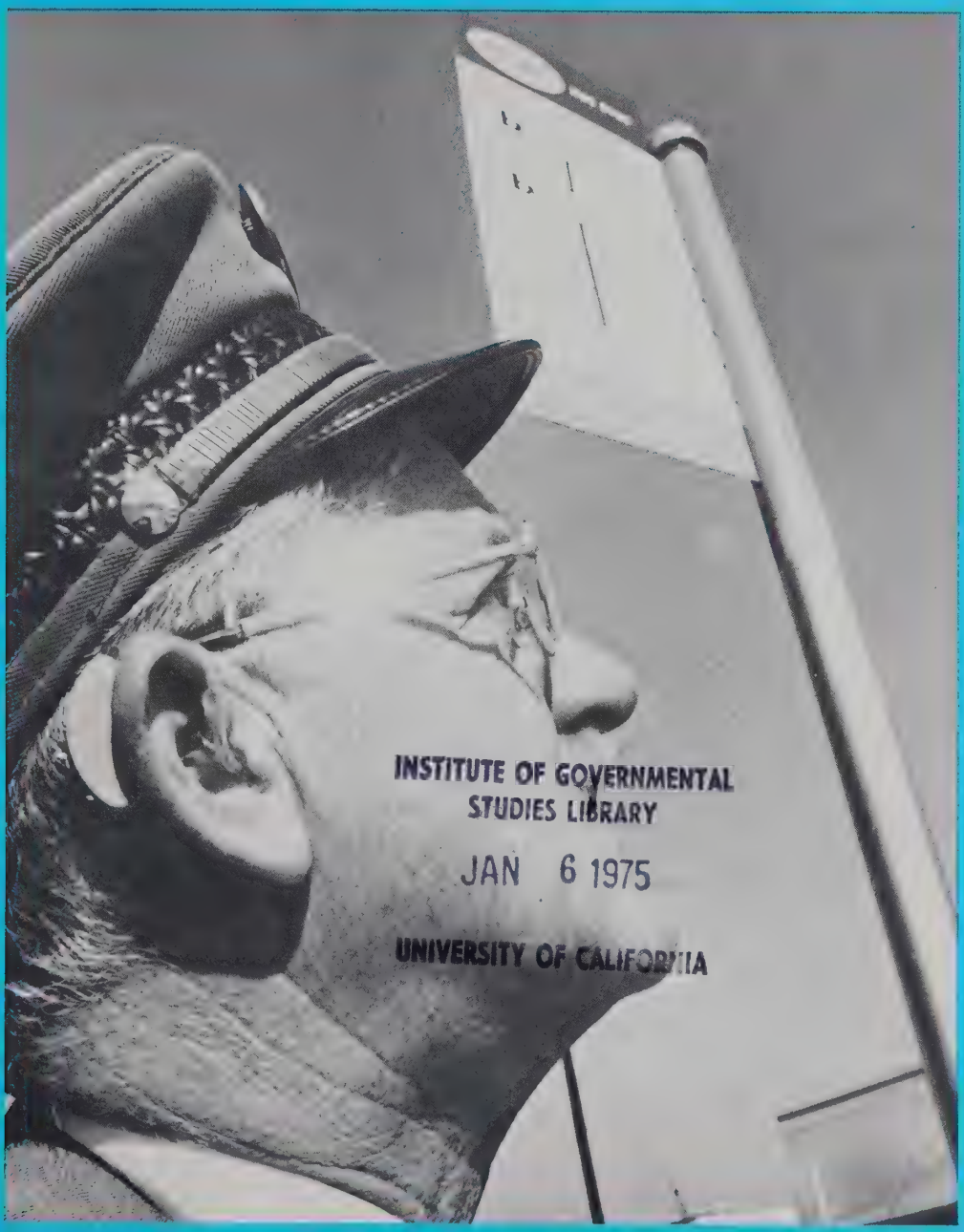

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Contract bus service to BART begins

Our 'Stockholders' Write

I wanted to let you know that I appreciate very much the efforts of two of your staff members, *Don Larson* and *Charles Sigler* in assisting with the design and presentation of a Dial-A-Ride system to Fremont residents.

Mr. Larson provided many helpful comments during the design of the system, while Mr. Sigler was most cooperative in arranging for the various displays of one of your Richmond Dial-A-Ride buses as well as staying with the bus quite often to answer citizens' questions.

Art Lampert
Fremont City Councilman

* * *

Today at approximately 11:15 a.m. I was unable to cross Franklin because of the red light and heavy traffic. Bus 769 waited for me. He *(C. H. Tinsley)* didn't have to, but he did. This is what I call good service and I do appreciate it.

I seldom ride AC Transit, but with drivers like this, you may make me a "regular."

Barbara Flegal
Piedmont

* * *

It has been called to my attention that there is no bus stop at the corner of Moraga and Thornhill. This is in the Montclair district. The nearest bus stop takes me quite out of my way.

I hope you consider my recommendation. Please put a bus stop there.

William W. Doniger
Berkeley

(In reviewing your request with appropriate officials, we were informed by the Oakland Police Department that a cluster of trees at this particular site makes it necessary for the bus to stop in the middle of the street and there is no crosswalk at that spot. The Police Department recommended against a stop there for reasons of safety.—Ed.)

* * *

Sunday we left Berkeley en route to Oakland and back, having the same driver both times. His name is *Willie C. Salmond, Jr.* He was an excellent driver, very efficient, careful, courteous and kind. Twice he waited for individuals who were running to make the bus.

He was firm, but not rude or sassy, when he told someone in the back of the bus to quit smoking.

The bus was crowded, many senior citizens were on the bus and he was very considerate of them.

We express our appreciation.

Mr. and Mrs. Lester L. Walker
Berkeley

* * *

This is to call attention to a specific incident in which your driver *William A. Scott* took positive action to put down a disturbance which was starting in the rear of his bus by some school children. He told them to quiet down and they heeded his threat because they did not want to be evicted from the bus.

This driver should be commended for his action which is sorely needed to give the public a safe and quiet ride.

Mr. and Mrs. E. G. Woo
Oakland

NEW TERRITORY SIGNS—Maintenance worker Terry French displays new head signs which feature a special BART insignia to inform people coaches provide connector service to BART stations. AC Transit produced 1,224 new head signs to assist people being served under the contract service.

BART contract bus service opens

Residents in Alameda and Contra Costa counties who live in areas away from BART stations are now being provided special AC Transit express bus connector service under a contract agreement between BART and AC Transit. Service began Dec. 2.

Five special bus routes connect as follows:

Line D - from Dublin, San Ramon Valley, Alamo and Danville to BART/Walnut Creek.

Line M - from Martinez and Pleasant Hill to BART/Concord.

Line P - from Brentwood, Oakley, Antioch and Pittsburg to BART/Concord.

Line Q - From El Sobrante and Pinole to BART/El Cerrito Del Norte.

Line U - from Livermore, Pleasanton, Dublin and San Ramon to BART/Bay Fair and BART/Hayward.

Buses run approximately every 30 minutes during peak commute hours and hourly during midday, with the exception of Line Q-Pinole, which is limited to commute hours only and no midday service. Also, the extension of Line P from Antioch to Oakley and Brentwood makes four trips daily, two morning runs, one midday and one evening.

Fares are on a two-zone basis, 25 cents for the first zone of approximately eight miles and an additional 25 cents for longer trips, for a maximum one-way cost of 50 cents. Fares for senior citizens 65 years of age and over and for youths 12 and under are 10 cents per zone, or a maximum of 20 cents one-way. Exact fare is required as bus drivers do not make change. AC Transit books or tokens may also be used.

Regular AC Transit transfers from other bus lines or from BART stations are not accepted. However, BART express bus passengers can transfer between Line D and Line U in either direction.

The AC Transit BART express buses are marked by a blue flag above the driver's window which says "EXPRESS".

The connector service involves 30 AC Transit buses.

More than 7,000 passengers were carried during the first week of operation.

Two veterans join Pensioner ranks

Two long-time AC Transit drivers are joining the ranks of pensioners.

Jay D. Vestal officially retires Feb. 1, 1975, and *Willi Wilms* retires Jan. 1, 1975.

Between the two men, they accumulated more than 62 years of service in public transportation as drivers.

Vestal, 62, first came to work Nov. 19, 1945. He has been a driver for 29 years.

Wilms, who has been a driver for 33 years after coming to work Nov. 13, 1941, is 60 years old.

THE COVER—Supervisor Walt Howe inspects installation of first bus stop pole in Livermore for AC Transit contract service to BART stations.

PAST MEETS PRESENT—Newark Mayor James Ballentine, right, and Newark Chamber of Commerce President Lyle Kingery, left, helped with the ribbon as horse trainer Louis Silva (white hat), Nicholas P. Alevizos (in uniform) and AC Transit Director Kimi Fujii inaugurate the new Newark bus system with a touch of the past.

Newark bus system launched Dec. 16

The city of Newark started bus service for the first time Dec. 16 as AC Transit inaugurated a one line system within the city and terminating at BART/Fremont.

A commute hour extension also takes riders to BART/Union City.

The bus line, designated Line 29-Newark, travels through the northwest portion of Newark, through or near almost all residential neighborhoods, then swings southeast to Mowry Ave. and continues on to BART/Fremont.

The commute hour extension, Line 29A, operates via Jarvis Ave./Decoto Rd. to BART/Union City.

Hours of operation are approximately 5:00 a.m. to 8:00 p.m. weekdays, with 30 minutes between buses, and from 8:00 a.m. to 7:00 p.m. on Saturday, with hourly service. No service is operated on Sundays or holidays.

Fares, set by the Newark City Council, are 25 cents for all riders but passengers may transfer free to bus lines in Fremont, which began its new bus system last month.

Passengers returning by BART to either Fremont or Union City may ride free on buses to Newark by obtaining bus transfers from transfer machines located within the two BART stations.

First bi-lingual brochure

In a first for the District, AC Transit is distributing a brochure in Newark printed half in English and half in Spanish.

The brochure describes the new bus service which began Dec. 16.

The decision to print the brochure in two languages was made because 22.3 percent of the city's population is Mexican-American and people of Mexican heritage take an important part in governing the city.

Translation of the material into Spanish was provided by Spanish-speaking personnel in the Newark City Manager's office.

AC Transit also plans to install bi-lingual signs on the bus stop poles when the signs are completed.

To help distribute brochures to the city's residents, the Oakland Scavenger Company included copies in their December billings for garbage collection service.

Two divisions achieve Safe driving distinction

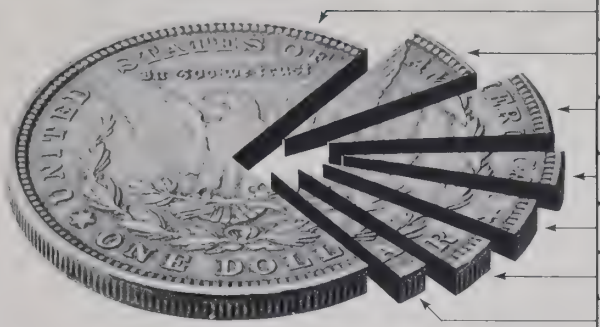
Drivers in two operating divisions exceeded their monthly safe driving goal during November.

Emeryville Division drivers topped their target of 13,250 safe-driving miles per accident by averaging 16,250 miles per mishap.

Operators at Richmond Division averaged 13,352 miles per accident, 102 miles per mishap better than their goal.

NEW ARRIVAL—AC Transit is currently receiving 120 new coaches from Flxible company of Loudonville, Ohio. The buses, which cost $42,372 each, are being placed in service as soon as each one gets finishing touches from maintenance department personnel.

ESTIMATED DISTRIBUTION OF EXPENSES 1974-75 FISCAL YEAR



79.1%	$32,390,310	WAGES, SALARIES, EMPLOYEE BENEFITS, PAYROLL TAXES AND INSURANCE
6.2%	2,532,000	FUEL, OIL AND TIRES
5.5%	2,231,600	MATERIALS, SERVICES AND SUPPLIES
4.7%	1,918,331	EQUIPMENT AND BUILDING REPLACEMENT
2.8%	1,160,642	REPAYMENT OF BONDED DEBT
1.5%	630,000	CLAIMS AND INSURANCE
.2%	91,750	BRIDGE TOLLS AND TAXES

FISCAL PROJECTIONS—An expenditure estimate of $40,954,633 for the 1974-75 fiscal year was adopted this month by the Board of Directors. The figure, $5.4 million more than the 1973-74 fiscal year, reflects inflationary costs of fuel and other necessary supplies as well as higher wages for all District employees.

AC Transit's Santa Claus visits area

The Santa Claus Express, AC Transit's special holiday bus, traveled throughout the East Bay for four weeks before Christmas spreading good will and candy canes to residents and visitors.

The bus, an annual tradition for AC Transit, had Santa Claus aboard in the person of *Nicholas P. Alevizos*, Transportation Superintendent of Division 3, Richmond. "Saint Nick" was assisted by PBX/Information clerks *Florene Braneon* and *Carol Mori*, who donned sporty red and white Christmas outfits to assist as Santa's helpers.

This was the twelfth year the District sponsored a decorated coach to extend season's greetings to the public.

This year the bus was done in a "Happy Holidays" motif, with the help of Maintenance Department workers *Ernest Passarella, Walter Sandoval, Lawerence Mitchell, Henry Smith, Wayne West*, and *Robert A. Epperhart.*

Season's greetings in 14 languages decorated the outside of the festive red and white coach. Exterior sides also featured large cut-outs of Santa Claus, with Santa's sleigh riding on top of the bus. Interior design featured decorative holly strands, and holiday music played via tape recorder for passengers' pleasure.

SEASON'S GREETINGS!—Lisa Horton, left, and Connie Jacobson get a hug from Santa Claus (Nicholas P. Alevizos) during one of the many stops made by the Happy Holidays bus.

Driver dies at home

Driver *Paul W. Jones* died Nov. 24 at his home, 3118 El Sereno, Alameda.

Jones had been a driver for 23 years and is survived by his wife, Carmelita; a son, William; and a daughter, Celia.

He was 50 years old.

Col. Copeland retires from Board

Col. Robert M. Copeland officially retires from the AC Transit Board of Directors in January after a tenure of more than 18 years with the District.

Copeland's efforts in public service, however, have not been limited to transportation. Copeland has been active in various organizations since his 1948 retirement from the United States Army Corps of Engineers following more than 30 years of military service.

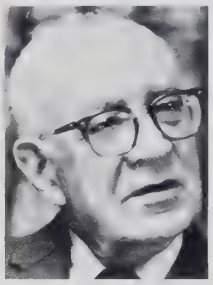
Upon leaving the Army, Copeland immediately became involved in his community of Kensington and the surrounding vicinity, and in 1948 was elected to the Stege Sanitary District Board of Directors, a post he still holds. He also has been active with such organizations as the American Society of Civil Engineers, California Sanitary Districts Association, East Bay Council of Surveying and Mapping, Kensington Property Owners Association, and the Society of American Military Engineers, where he is a charter member.

A member of the original AC Transit Board of Directors formed by the voters in 1956, Copeland indicated he would continue his interest in transportation. "I've been whittled down a couple of times lately by having to go to the hospital," he says, "but I'm going to stay active."

Copeland has served two terms as President of the AC Transit Board.

In assessing the future of the District, Copeland commented, "We have an opportunity to serve the people. Like other public services—fire, police, sewage, water—we need it. AC Transit has been in the forefront of public transportation. I certainly hope we can continue in that position."

Copeland's stepping down comes as a result of his decision in November not to seek re-election to a post he held for 18 years.



Col. Copeland

In reviewing Copeland's contributions, AC Transit Board of Directors President William J. Bettencourt says, "We are grateful for his dedication and sincere interest in public transit. He has given much time and counsel to provide the best possible public transportation which could be provided." Bettencourt, also, is an original member of the first AC Transit Board.

Another of the original Board members who still serves is Director John McDonnell, who says of his long-time colleague, "We deeply appreciate his efforts, and extend our best wishes to him in all future endeavors. He has always been a fine public servant."

New bus shelters now being installed

Installation of 25 new bus shelters in the District began this month, with completion of the project scheduled for mid-January.

The shelters, which are being installed for passengers' convenience, will provide bus patrons with relief from weather conditions

IT'S NO ACCIDENT—General Manager Alan L. Bingham congratulates driver Al Engel for completing 25 years of safe driving without a chargeable accident. During that time Engel traveled more than one million miles and carried an estimated two million people. In explaining his formula for safety, Engel says, "You've got to have a little bit of luck and do a lot of defensive driving."

Losses shown during October

The month of October showed losses in revenue and patronage compared to the same month one year ago. Increases in East Bay revenue and passengers failed to offset passenger diversion to BART's transbay service, which began in September.

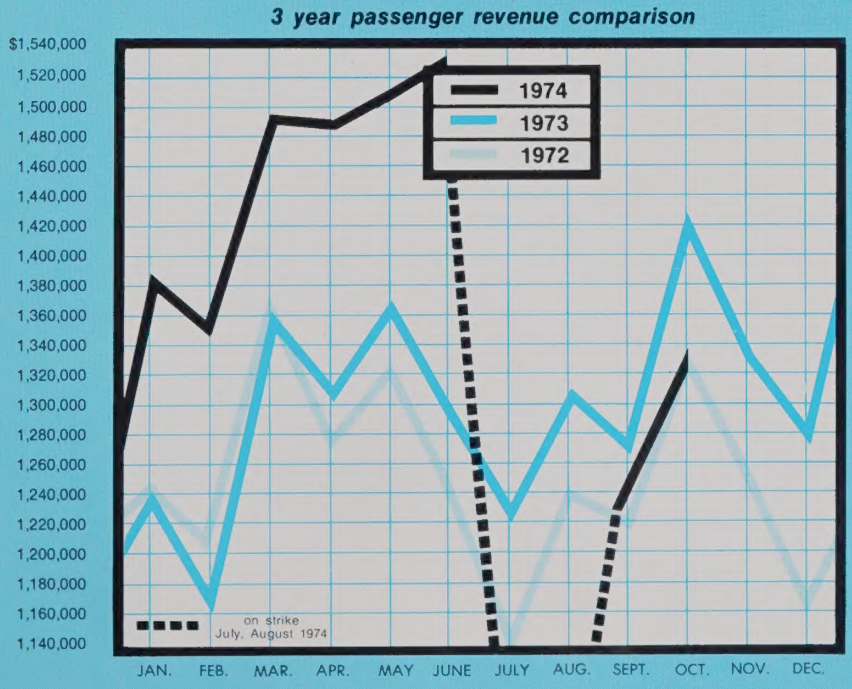
Total passenger revenue for October was $1,336,362, down $83,497, or 5.9 percent below the $1,419,859 collected during October, 1973. East Bay revenue, however, was $750,065, up $26,681, or 3.7 percent above the $723,384 dropped into fare boxes a year ago. Transbay revenue of $586,297 was down $110,178, or 15.8 percent below the $696,475 collected in October, 1973.

Commute book sales dropped 30.3 percent to $232,643, down $101,025, from sales of $333,668 collected during October, 1973.

AC Transit buses carried 4,710,856 passengers during October, down 137,110 riders, or 2.8 percent, from the 4,847,966 patrons of the same month last year. East Bay buses carried 3,592,400 riders, an increase of 5.3 percent, or 181,792, from the 3,410,608 carried in October, 1973. On transbay lines, patronage totalled 1,118,456 for the month, down 318,902, or 22.2 percent less than the 1,437,358 carried during the same month one year ago.

Nationally, the transit industry indicated an increase of 9.11 percent in total passengers carried.

AC Transit operated 2,427,589 miles of service during October, an increase of 44,287 miles, or 1.9 percent, above the 2,383,302 miles operated during October, 1973.



Actions of the Board

At an adjourned regular meeting November 27, the Board of Directors:

- Authorized execution of agreement with the City of Newark for operation of local bus service providing District is fully reimbursed for costs, on motion of Vice-president Fujii. (See story, Pg. 4)
- Adopted resolutions declaring the cities of Fremont and Newark annexed to the District, on motion of Director McDonnell.
- Adopted resolution declaring that public interest and necessity demand creation of Special Transit Service District No. 2, on motion of Director McDonnell.
- Adopted resolution providing for public hearing on the creation of Special Transit Service District No. 2, on motion of Director McDonnell.
- Approved minor service adjustment on Line 90/91/92—Hayward, and authorized additional service on Line 92/93—Chabot College, on motion of Director Berk.
- Authorized extension of Dial-A-Ride service area to include El Portal Shopping Center during the holiday season, on motion of Director Berk.

* * *

At regular meeting December 11, the Board of Directors:

- Authorized travel authority for Board President and General Manager to Washington, D.C. conference, and authorized General Manager's absence from Nov. 27 Board meeting, on motion of Director McDonnell.
- Extended City of San Leandro Gold Card program to June 30, 1975, on motion of Vice-president Fujii.

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MANAGEMENT

ALAN L. BINGHAM ..... General Manager
HAROLD M. DAVIS ..... Assistant General Manager for Personnel
VIRGINIA B. DENNISON ..... Public Information Mgr.
J. DALE GOODMAN ..... Transportation Manager
OZRO D. GOULD ..... Claims Manager
JOHN A. KRAJCAR ..... Purchases and Stores Mgr.
ANTHONY R. LUCCHESI ..... Maintenance Manager
ROBERT E. NISBET ..... Attorney
LAWRENCE A. ROSENBERG ..... District Secretary and Administrative Projects Manager
WARREN E. ROBINSON ..... Transportation Engineer
LOWELL D. WEIGHT ..... Treasurer-Controller

- Awarded contract for closed circuit television system to American District Telegraph Co., lowest responsive bidder, on motion of Director Rinehart.
- Authorized General Manager to advertise and seek bids for 36 buses to be used on contract extension bus service to BART stations, on motion of Director Nakadegawa.
- Adopted final operating estimate for fiscal year 1974-75, on motion of Director Rinehart. (See graph, Pg. 5)
- Employed Mund, McLaurin and Co. to review District's current insurance program, on motion of Director Rinehart.
- Adopted resolution declaring results of Nov. 5, 1974, election, on motion of Director Nakadegawa.

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